

# Southern HARDWARE

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In this issue: The Perplexing Problem of Imports, page 38

more than  
ever before

## CHORE MASTER means TILLERS

Built by YUBA

largest tiller manufacturer

### 4-SQUARE PRODUCTS

Headlined by the best-selling "Heavy Duty" Tiller.

Featuring the brand-new "Special" . . . price leader in the tiller field.

And Introducing the new "Commercial," CHOREMASTER's 4.5 H.P., all-muscle 33" Tiller.

Also Introducing a fabulous new Riding Mower, completely redesigned and restyled.

All Backed by the trade's finest guarantee of satisfaction . . . a full year, unconditional warranty.

# SQUARE VALUE!

### 4-SQUARE DEALER POLICY

Featuring the DOLLAR DERBY . . . designed to make selling fun and far more profitable too!

Featuring the greatest consumer advertising campaign in CHOREMASTER's history . . . thanks to Yuba's tremendous merchandising advantages and resources!

Featuring Yuba's "On-Time" delivery program . . . a positive solution to an industry-wide problem!

WIN A TRIP FOR TWO . . .

WRITE FOR DOLLAR DERBY DETAILS . . .

ABSOLUTELY NO OBLIGATION . . . Address: Dept. CSH-7



## YUBA POWER PRODUCTS, INC.

800 EVANS ST., CINCINNATI 4, OHIO

A subsidiary of

YUBA CONSOLIDATED INDUSTRIES, INC.

Manufacturers of famous SHOPSMITH Mark 5

YUBA

# HYDE



they're  
packaged  
for  
sales

We can prove that

## Shoppers Do Buy Better Tools

### HYDE MERCHANDISED QUALITY PROMPTS YOUR CUSTOMERS TO SELECT THE PROFIT PRODUCTS

Order a fast selling assortment with a free self-serve display from your jobber

Since 1875

## HYDE

The Sign  
of the  
Profit  
Line

1. No. C128 Cobra Scrapers Asst. — 10 ea. on rack	List \$15.90, Dealer \$ 9.54
2. No. 127 Razor Blade Scraper Asst. — 24 ea. on rack	List \$ 6.96, Dealer \$ 4.18
3. No. C125 Pizza Cutter Asst. — 12 ea. on rack	List \$19.08, Dealer \$11.45
4. No. C113 Tower — 24 Black & Silver tools	List \$30.30, Dealer \$18.18
5. No. C114 Tower — 18 Scrapers and blades	List \$32.70, Dealer \$19.62
6. No. C111 Wallpaper Tools Display	List \$54.90, Dealer \$32.94
7. No. C120 Tower — 17 different tools	List \$130.14, Dealer \$78.08
8. No. C126 Workbench Knives Asst. — 18 on rack	List \$15.30, Dealer \$ 9.18
9. No. C117 Wall Tower — 12 different tools	List \$85.80, Dealer \$51.48
10. No. C115 Tower — 48 Blue Diamond Tools	List \$27.90, Dealer \$16.74

**fix-up • paint-up tools • industrial hand and machine knives**  
**HYDE MANUFACTURING CO., SOUTHBRIDGE, MASS., U.S.A.**

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Volume 128

Number 7

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**follow the leader...**

**IGLOO**

THE PIONEER

IN PORTABLE WATER

COOLERS, LEADS THE FIELD

IN SALES AND ACCEPTANCE BECAUSE:

**IGLOO** WAS FIRST WITH A SOLID BOTTOM

**IGLOO** WAS FIRST WITH A RECESSED SPIGOT

**IGLOO** WAS FIRST WITH PERMALINING . . . . .

**IGLOO** WAS FIRST WITH ROLLED HAND GRIPS . . . . .

**IGLOO** WAS FIRST WITH INDIVIDUAL PACKAGING . . . . .

**IGLOO** WAS FIRST WITH FULL-SIZED TOP OPENING . . . . .

**IGLOO** WAS THE FIRST FULLY CORRUGATED COOLER . . . . .

**IGLOO** WAS FIRST WITH A ROUND INSIDE BOTTOM

**STOCK AND DISPLAY**

# IGLOO

**WORLD'S FASTEST SELLING WATER COOLER**

**(it sells itself!)**

MEMPHIS 4, TENNESSEE



**IGLOO** Economy Cans, Standard Coolers, Heavy Duty Coolers, Stainless Steel Coolers, Utility Truck Coolers, Split Unit Coolers

SOUTHERN HARDWARE for JULY, 1959

For more information use Handy Return Card, Page 55

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You sell more  
ammunition  
when you sell  
**Peters**  
"High Velocity"

Again this year, powerful national advertising will mean more sales of Peters "High Velocity" ammunition. Make sure you're ready—stock and display the entire Peters line today.

Big game guides, shooters, and hunters everywhere know there's no more powerful ammunition in the world, than Peters "High Velocity."

**Peters**

*sales*  
**PACKS THE POWER!**

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.





# HARDWARE

Vol. 128 July, 1959 No. 7

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## What does the WHOLESALE or RETAILER expect of a PRODUCT HE CARRIES?



1. That it comes from a reliable company.
2. That it has a good market and sales volume.
3. That it is soundly priced and profitable.
4. That the customer can count on it to function as promised.
5. That the manufacturer stands behind it.

SOUTHWESTERN PLASTIC PIPE qualifies as "top-notch" merchandise on every count. With SOUTHWESTERN, you deal with a pioneer in the plastic pipe industry, backed by 50 years' experience in making pipe.

SOUTHWESTERN PLASTIC PIPE has proven itself a sales builder and profit maker! Dependable, field-proven quality is assured in every foot of SOUTHWESTERN'S complete line of plastic pipe. And, as a "complete line" house, you will see your profits grow with more sales to home owners, plumbers, builders and farmers, because with SOUTHWESTERN, you become the trade's one-stop supplier for these and many more pipe requirements:

- Stock and poultry watering lines
- Underground lawn-sprinkler systems
- Fresh water lines
- Swimming pool supply and drain lines
- Water well casing
- Air-conditioning tubing
- Electrical conduit
- Farm irrigation systems
- Sewage drain lines

FAST, RELIABLE SHIPMENTS from SOUTHWESTERN'S conveniently located warehouse points will keep your stock bins filled, and help you build customer satisfaction.

For complete information, phone or write for the name of SOUTHWESTERN'S Sales Representative in your area.



## Southwestern

### PLASTIC PIPE CO.

P. O. Box 117 • Mineral Wells, Texas. Phone FA 5-3344



DWP-17

[illegible]

An almost phenomenal rate of business expansion has chased away recession fears and predictions are for a continuing business rise extending well into 1960. Production has recovered rapidly. Total output of goods and services in the year's first quarter hit rate of 467 billions a year, a new record high. Automotive sales showed their first spring pickup since 1955. Construction industry continues to boom. Retail sales—the durables included—are heading up, a reflection of the upward trend in consumer incomes.

Consumers, encouraged by rising incomes, are pushing retail sales along at a fast clip. Personal income soared to an annual rate of 372.5 billions in April, 6.5% above April, 1958. Gains in the previous six months have been about one billion monthly. Installment debt (at a high of \$34.5 billion in April) continues to rise as buyers flock back into the market for all types of goods.

Virtually all types of businesses are sharing in the rise in retail sales. With less unemployment and higher incomes bolstering the confidence of consumers retail sales in the year's first four months reached an annual rate of 213 billions, a solid 8% above 1958. Hard goods lines as well as soft goods are enjoying the increase. In March dealers in the lumber, building materials, hardware group had an average sales gain of 21% and a 15% average increase for the year's first three months.

The Commerce Committee of the House of Representatives has approved fair trade legislation being pushed by Rep. Harris (D. Ark.). On June 15 and 16, Sen. Strom Thurmond's Committee on Interstate and Foreign Commerce began hearings on a similar Senate bill. Dealers should waste no further time if congressmen and senators are to receive their views on Fair Trade.

At press time a Senate subcommittee had concluded hearings on the Kennedy Bill, S 1046, to increase the minimum wage to \$1.25 an hour and to extend coverage to the retail industry. Letters and wires to your senators can help to head this off.

With farm prices steady so far this year, farm income in the year's first four months totaled \$9.4 billion, 1% above the same period of 1958.

4



HARPER'S WEEKLY—MAY 25, 1867

## NIXDORFF Chain... A Vital Link In America's Progress Since 1854

Sutler's Store at Fort Dodge, Kansas, in 1867 might look peaceful on the surface—but chroniclers of the day saw it as “the pest of an army”—the lounging place for all the idlers about the station. The following year, an act of Congress abolished the post of sutlers—but the measure failed to bring peace and quiet to the area. Dodge City subsequently became the cowboy capital of the southwest—famous for its shooting frays and colorful marshals and sheriffs, now glamorized on TV. The American scene has changed radically since the rip-roaring Dodge City days—but one thing remains constant: the undeviating quality of NIXDORFF chain—proved on job after job—day after day—since 1854.



**NIXDORFF-KREIN\* MANUFACTURING CO.**

916 HOWARD STREET • ST. LOUIS 6, MISSOURI

\*KREIN rhymes with FINE

WELDED AND WELDLESS CHAINS/CHAIN ASSEMBLIES/CHAIN SPECIALTIES/WAGON AND TRUCK HARDWARE

SOUTHERN HARDWARE for JULY, 1959

For more information use Handy Return Card, Page 55

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# INDUSTRY NEWS

## Belk Now Sales Manager of Brown-Roberts

JOE W. PITTS, president and general manager of Brown-Roberts Hardware and Supply Co., Ltd., Alexandria, La., announces the appointment of Robert L. Belk as sales manager of the company, effective May 1.



Robert L. Belk

Belk, who has been with Brown-Roberts for 18 years, and who is also one of its vice-presidents, is replacing J. H. McDonald, who retired on the same date, after having been with the wholesale organization for the past 42 years.

## Higginbotham-Pearlstone Elects New Secretary

J. P. BARFIELD, vice-president and general manager of Higginbotham-Pearlstone Hardware Co., Dallas, Texas, announces that the board of directors recently elected C. J. Oxley as secretary and cashier. He succeeds J. H. Ways who, for many years, has served the wholesale organization in that capacity.

C. D. Hearne was named to assist Oxley.

## National Hardware Show Begins September 28

THE 14TH ANNUAL National Hardware Show will be held September 28-October 2 at the Coliseum, New York City, according to Frank M. Yeager, managing director.

## Maxwell Joins Huey and Philp as Sales Manager

EMMETT E. MAXWELL recently joined Huey & Philp Co., Dallas, Texas, as sales manager of the Wholesale Hardware Division. He comes to Huey & Philp from St.



Emmett E. Maxwell

Louis, Mo., where for many years he was sales manager in charge of from 30 to 70 sales territories of Shapleigh Hardware Co.

## Slaymaker Salesmen Receive Briefing



Southern representatives are briefed by Fred A. Williams, seated center, vice-president-sales for the Slaymaker Lock Co., at a recent meeting in Lancaster, Pa. Giving attention, left to right, are: William Pou and J. B. McDonald of Dallas, Tex.; Marvin Schwartz, Charlotte, N. C.; and James G. Moran, Atlanta, Ga.



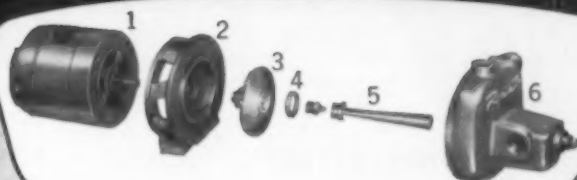
# Rapidayton JETSTARS

GIVE YOU BOTH

## QUALITY

AND

## COMPETITIVE PRICES!



**QUALITY**—at Tait—is not the forgotten ingredient! At a time when sacrifice of quality and elimination of important construction features are almost universal in low-priced jet pumps, the complete Rapidayton JETSTAR line gives you *both quality AND competitive prices*. Here is **MORE PUMP**—in shallow well, convertible, and vertical models. Now, with the JETSTAR, you can be sure of lasting customer satisfaction, a minimum of service calls, big volume, and substantial profit. Stock and sell the Rapidayton JETSTAR—a really fine *quality* pump at a low price.

**Shallow Well Jetstar, the most competitive high profit jet pump.** 1/2 h.p. complete pump with built-in ejector, only

**\$80.75** retail

**Convertible Jetstar, No. 1** sales and profit maker for wells to 80 ft. 1/2 h.p. complete pump and ejector, only

**\$107.75** retail

**Vertical Jetstar, big volume** and profit jet for single-pipe markets. 1/2 h.p. complete pump and 2" package, only

**\$119.75** retail

### Completely Deluxe TWIN CHAMPIONS\*

For maximum profit in jets, install the big, powerful Rapidayton Twin Champion—a two-stage convertible, fully packaged system. The foremost jet pump for really modern homes and farms. Gives exceptional performance either in shallow wells, or in deep wells to 150 ft.—where outstanding capacity and extra pressure are desired. Pumps full capacity at 40 lbs. pressure. Converts without additional pump parts. Surprisingly low priced.



### Compare this QUALITY construction

1. Heavy-duty, standard NEMA 56-frame motor (not a "partial" 48-frame special job). 2. Open, separate motor mounting bracket (end bracket of motor not part of pump, requiring pump to be disassembled for motor service). 3. Bronze (not plastic) impeller means longer life. 4. Stationary bronze wear ring (eye of impeller does not operate in cast iron, rubber or plastic). 5. Bronze nozzle and venturi (not plastic or rubber) hold precise dimensions over long periods of operation. 6. Efficient Quad Volute diffuser integrated with cast iron pump body (no plastics used; no special extra parts to stock and require service). . . . Jetstar also has original patented features such as Quick-Connect flange (not "almost" copies—in name and construction—of competing pumps).

## Rapidayton

The Tait Manufacturing Company, Dayton 1, Ohio  
Established 1905 as The Dayton Pump and Manufacturing Co.

\*TRADEMARK

©1959 TAIT MFG. CO.

# **Republic Bolts and Nuts...**

## ***BUILD CUSTOMER CONFIDENCE***

There's real selling magic in a friendly smile. It has the power to inspire an attitude of confidence toward you and your business—power to increase your sales and profits over the long haul.

Many Southern hardware dealers have found that Republic Bolts and Nuts provide the same kind of profit-building power. The name "Republic", proudly displayed in your store, is one your customers will instantly recognize. In fact, the Republic trademark—just as it is seen on each fastener package—appears throughout the South in leading trade and consumer advertising media.

Almost everybody in the South knows and respects the name Republic. Some of that respect and some of

Republic's fine reputation for integrity and product quality are sure to reflect favorably upon your business. As surely as the power of a smile!

Equally as tangible is the technical excellence of Republic products. Republic Steel's Gadsden, Alabama, plant is managed and manned by personnel who have the know-how and facilities to produce fasteners of unexcelled quality. In addition, Republic supplies you with a number of valuable selling aids.

So if you're on the lookout for increased sales and profits—the kind that spring from the solid confidence of Southern customers—Republic Bolts and Nuts *belong* in your store. For complete information, just contact your nearest Republic Distributor. Or mail the handy coupon.

### ***The South Respects the Quality of Republic Products!***

#### **OTHER REPUBLIC PRODUCTS FOR SOUTHERN HOMES AND FARMS**



Precision-Wound® Baler Wire  
for automatic balers.



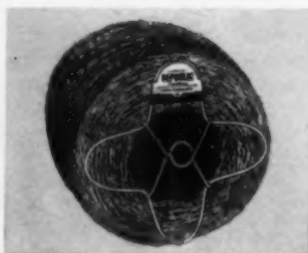
A complete range  
of wire nails and staples  
for every requirement.



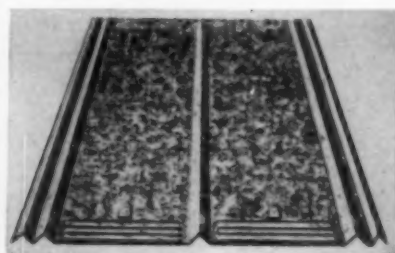
Tough, strong, woven wire fence  
in all popular styles and sizes.



Flexible plastic pipe for  
wells, water lines, stock  
waterers, and irrigation.



Galvanized barbed wire  
in all popular styles.



BLUE RIDGE Sheets match tightly  
and easily with any standard V-crimp  
or V-drain type roofing.

# like a Friendly Smile...



**SPILL-PROOF PACKAGING**, shown in picture above, is a typical selling aid you get with Republic Bolts and Nuts. Easily-inverted cartons, with high-visibility labels, make attractive self-service displays. Another sales help is

Republic's convenient **Price-Finder**, which can be hung in any handy location to help you quickly price any type of fastener. Republic also supplies informative literature.

## REPUBLIC STEEL



*World's Widest Range  
of Standard Steels and  
Steel Products*

**REPUBLIC STEEL CORPORATION**  
DEPT. SH-8000  
1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send more information on:

- |  |  |
|--|--|
| <input type="checkbox"/> Bolts and Nuts                        | <input type="checkbox"/> Woven Wire Fence      |
| <input type="checkbox"/> Automatic Baler Wire                  | <input type="checkbox"/> Flexible Plastic Pipe |
| <input type="checkbox"/> Nails and Staples                     | <input type="checkbox"/> BLUE RIDGE Roofing    |
| <input type="checkbox"/> 13 1/2 Gage High Strength Barbed Wire |  |

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Litchfield Named Sales Manager of Lawn-Boy

JOHN P. LITCHFIELD recently was named sales manager of Lawn-Boy, Lamar, Mo., the power mower division of Outboard Marine Corp., Waukegan, Ill., according to an announcement by Robert C. Floersch, division manager.



John P. Litchfield

Litchfield, formerly general sales manager of the Goodall Manufacturing Co., succeeds Robert E. Schuler, who has been appointed director of sales for Lawn-Boy with headquarters in Waukegan. Litchfield will headquarter in Lamar.

## Jacobsen Names Wren Advertising Manager

EINAR A. JACOBSEN, president of Jacobsen Manufacturing Co., Racine, Wis., announces the appointment of Robert L. Wren as manager of advertising, sales promotion, and public relations. He succeeds Harold E. Jordan, retired.

Wren joins the power mower manufacturing organization after eight years with Wilson Sporting Goods Co. and three years as director of advertising and public relations.

## Record Attendance Is Expected at NHMA Show

GOOD HOUSEWARES business and early buyer registrations for the 31st NHMA National Housewares

Exhibit July 13-17 in the Atlantic City Convention Hall indicate a record attendance, according to Dolph Zapfel, secretary of the National Housewares Manufacturers Association.

Badges mailed in advance to buyers and manufacturers' representatives, and prepared for exhibitor personnel indicate show attendance between 20,000 and 25,000, he stated.

The National Housewares Exhibit will open at 9:00 a.m. Monday, July 13, and be open from

that hour until 5:00 p.m., each day through Thursday. On Friday, closing day, the exhibit will open at 9:00 a.m. and close at noon. Buyers have been assured that all displays will be maintained and staffed during those hours.

Opening day will be climaxed by the Summer Housewares Show Reception sponsored by the NHMA. The party will be held from 6:00 p.m. to 8:00 p.m. in the American Room of the Traymore Hotel and will include refreshments and musical entertainment.

## Sales Continue to Climb for Southern Hardware Wholesalers

SALES FOR Southern hardware wholesalers continued their upward climb in May. Every geographical region of the South showed a sales increase for the month and for the year's first five months.

The monthly survey conducted by SOUTHERN HARDWARE revealed that for the year to date, sales for the typical Southern distributor averaged 12.7% ahead of the first five months of 1958.

For May the increase for all Southern and Southwestern wholesalers averaged 8.1%. The highest average increase—12%—was reported by Mid-South wholesalers. For the Southeast the increase in May averaged 6.8%, while Southwestern distributors reported an

average gain of 5.8%.

For the first five months of '59 Southwestern wholesalers can point to an average sales gain of 14.4%. Mid-South wholesalers follow, the average increase being 13.8%. In the Southeast, the climb in sales averaged out to 9.5%.

In May the number of days' business on the books averaged 43.2, the highest figure being the average 47.6 reported by Southeastern wholesalers, followed by 46.2 for the Southwest, and 33.5 days for the Mid-South.

Inventory levels moved up again in May, the increase being almost uniform in each geographical region. For the entire South the inventory gain averaged 5.5%.

### WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES		INVENTORIES	
	Percent Change		No. Days' Business on the Books	Percent Change
	May 1959 from May 1958	5 Months '59 from 5 Months '58	May	May 1959 from May 1958
SOUTHEAST	+ 6.8	+ 9.5	47.6	+5.8
MID-SOUTH	+12.0	+13.8	33.5	+5.2
SOUTHWEST	+ 5.8	+14.4	46.2	+5.5
ENTIRE SOUTH	+ 8.1	+12.7	43.2	+5.5

Geographical divisions: Southeast (W. Va., Va., S. C., N. C., Ga., Fla.) Mid-South (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okla., Tex.)



# FREE POWERFUL "SALES BOOSTER" KIT

ATT: Dealers get  
set now to  
tie in...



**SALES BOOSTER  
KIT CONTAINS**  
colorful jumbo 30" x  
36" full line wall  
poster, giant day-glo  
window banner and  
attractive depart-  
ment head streamer.  
Consumer (give-  
away) literature,  
counter cards and  
ad mats.

## DYNAMIC RED HEAD ADVERTISING REACHES OVER 20 MILLION SPORTSMEN

Again, Red Head leads the industry with the most aggressive advertising and promotion program in its 100 year old history. Red Head ads will appear in the leading sport and men's magazines—all, specifically designed to send customers into your store. Only Red Head builds this kind of consumer preference—that pays off big in sales and profits for you!



### GET YOUR "SALES BOOSTER" KIT NOW FOR PLUS SALES THIS FALL

Take full advantage of Red Head's national advertising by solidly identifying your store as headquarters for Red Head hunting clothing and accessories. It's easy! With Red Head's "Sales Booster Kit"... a \$5.50 value, yours free to help you sell more hunting clothing and accessories.

**RED HEAD**  
*Suits the Sportsman*

**IT'S FREE  
SEND  
TODAY**

**RED HEAD BRAND COMPANY**  
4311 W. Belmont Ave., Dept. 7, Chicago, Ill.  
Please send me your free Red Head "Sales Booster  
Kit" and illustrated catalog.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
My source for Red Head is \_\_\_\_\_

## RED HEAD QUALITY HUNTING CLOTHING AND ACCESSORIES

**A continuing source  
of dealer profit  
for over 100 years**

Here's the most complete line of hunting clothing and accessories in the sporting goods industry. One reliable source that assures top quality, consumer preference and fast turnover. Rely on Red Head for maximum sales and profits in the big hunting clothing and accessories field. It's easier to sell Red Head... than against it!



## Swinging Around The Southeast



BY DAN M. FRY

..... Fry-Holbrook & Associates .....  
Atlanta, Ga.

**HARDWARE MEN** in the headlines . . . **H. E. Flippen**, president of the Clark Hardware Co., Nashville, Tenn., recently was chosen as one of the 10 best dressed men in Nashville . . . Congratulations! Mr. F. . . . Who's your tailor? . . . **J. S. Notgrass**, vice-president and buyer for H. G. Lipscomb Hardware Co., Nashville, Tenn., completed 57 years with his company June 15 . . . Mr. Notgrass came to Lipscomb as a stock boy in 1903, sold on the road from 1908 to 1925 . . . According to this grand man of hardware, he hasn't missed a payday with Lipscomb, except for one and one-half years served in World War I . . . That's an outstanding record and background to the credit of this fine gentleman.

**David Hill** has joined Knight & Wall Hardware Co., Tampa, Fla. . . . formerly with Janey-Semple-Hill, Minneapolis, Minn. . . . Mr. Hill's father was an officer of that company . . . David will be concerned with the buying end at Knight & Wall . . . We wish him well.

A proud father, and justly so, is **Howard Olson**, Southeastern representative for Union Fork & Hoe Co. . . . Howard's son **William Cannicott Olson** attends Sandy Springs High School, Sandy Springs, Ga., and was awarded a four-year scholarship to Yale University . . . he will study law . . . now a member of the Beta Club, national honorary society, and has ranked No. 1 in his class the past two years . . . Isn't this wonderful news? . . . **Jack Sharp**, Sharp-Horsey Hardware Co., Atlanta, Ga., is none other than **Commodore Sharp**, who sails his sloop on Lake Alatoona, Ga. . . . Mr. S. has had the sailing bug for a

number of years . . . According to those who know, Jack is quite an expert . . . **Dorothy Ann Polson**, secretary to **Ralph Radcliff**, buyer for C. M. McClung Co., Knoxville, Tenn., is engaged to be married . . . The lucky groom is **James Peavier**, Traffic Department for the L & N Railroad . . . We wish Dorothy Ann much happiness.

**Knight & Wall Hardware Co.**, Tampa, Fla., completed a two-weeks tour in its air-conditioned trailer, telling the story of natural gas . . . new natural gas lines coming into Florida . . . this will open new fields . . . Knight & Wall demonstrated the King gas heater to dealers . . . Sales team consisted of **F. M. Cooper, III**, president and general manager; **Malcolm Boon**, vice-president and sales manager; and **David Hill**, buyer for the company . . . **Don Williams**, new salesman for Clark Hardware Co., Nashville, Tenn. . . . Don will work middle Kentucky territory . . . formerly with Belknap . . . Williams lives in Russellville, Ky.

New salesmen for Keith Simmons Hardware Co., Nashville, Tenn.: **Bill Watson**, Paris, Tenn.; **George Holman**, West Moreland, Tenn.; and **Vince DeGeorge** who will work the territory on floor coverings . . . **J. P. Hall**, salesman for Wallace Hardware Co., Morristown, Tenn., sent the following telegram to his sales manager . . . "No orders today (26th) back order from 9 months ago just arrived . . . 7 pounds 2 ounces Female . . . shipment arrived in good shape . . . everything fine . . . back on the job the 27th."

**Bill Parker, Jr.**, vice-president and general sales manager, Beck & Gregg Hardware Co., Atlanta, Ga., and Mrs. Parker have been

visiting in Scotland . . . **Carlyle Fraser**, Parker's father-in-law has been entertaining the entire family in Scotland where they have been headquartering at the Hotel Glen Eagle, and looking up relatives of the Frazier family . . . And who do you think is taking care of the children? . . . Why, of course . . . the fond grandparents, Mr. and Mrs. W. A. Parker, Sr.

## Camillus Elects Leavitt Chairman of Board

**CAMILLUS** Cutlery Co., Camillus, N. Y., recently elected **Robert W. Leavitt** as chairman of the board of directors and chief executive officer.

Leavitt has been with the Ford Motor Co. for the past 11 years where he has served in various executive positions both in the U. S. A. and in Ford's plants in Belgium and France. In 1956 he was appointed assistant plant manager at Ford's Mercury assembly plant in St. Louis, Mo., which position he held up to his joining Camillus Cutlery Co.



Robert W. Leavitt

Prior to his association with Ford, Leavitt was with Republic Aircraft Products Division of Avco Corp. and Buhl Manufacturing Co. in Detroit.

The position of chairman of the board of Camillus Cutlery has been vacant since 1955. During the period 1955 to the present, **Alfred B. Kastor**, son of the company's founder, has been acting in the capacity of honorary chairman of the board and carrying on the chief executive functions.

**THESE ATTRACTIVE DISPLAY CARTONS SELL!**

## FREEZER TAPE

Pressure sensitive — smooth for writing — moisture proof — permanent sealing — unaffected by low temperatures — multiple uses. Easy grip self-dispenser rolls. Heavy serrated metal cutting bar. Packed 12 rolls to display carton — 4 rolls white, 2 blue, 2 red, 4 yellow. Pre-priced at 35c and 98c per roll.

Art. 930	¾" x 300 inches
Art. 931	¾" x 90 feet



## MASKING TAPE

Pressure sensitive — crepe back — standard brown color — moisture proof — permanent sealing — multiple uses. Easy grip self-dispenser rolls. Heavy serrated metal cutting bar. Packed 12 rolls to display carton. Pre-priced at 35c and 98c.

Art. 940	¾" x 300 inches
Art. 941	¾" x 90 feet



**Put your confidence in the QUALITY LINE...**

Vinyl Weather Stripping  
Wood Glue  
Braided Nylon Line  
Seine Twines  
Seine Cords  
Trot Lines  
Staging  
Venetian Blind Cord  
Sash Cords  
Clothes Lines  
Mason Lines  
Fishing Lines  
Starter Rope  
Jump Rope

Mop Heads  
Wrapping Twines  
Kitchen Lines  
Express Twines  
Chalk Lines  
Parcel Post Twines  
Polished India Twines  
Plastic Clothes Lines  
Jute Twine  
Nylon Casting Lines  
Manila Ropes  
Masking Tape  
Freezer Tape  
Polyethylene Ropes

# MIKE<sup>®</sup>

Orders of \$75.00 or more, freight prepaid. Orders of less than \$30.00 f. o. b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$30.00 to \$75.00 freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

ESTABLISHED 1873

## Cleveland Mills Company

LAWNDALE, N. C.

14346 Bessemer St., Van Nuys, Cal. • Marietta, Minn. • 3104 Gaston Ave., Dallas 26, Texas • Waynetown, Ind.

## Southwest Ramblin's



By **RUSS BAITY**

Divisional Manager  
Dallas, Texas  
J. Wiss & Sons Co.

THE TRIPLE Industrial Supply convention was held in Dallas the middle of May . . . Over 1900 were in attendance including quite a delegation of suppliers well-known to the hardware trade as well as mill supply distributors . . . Everyone was well pleased with the new facilities we now have in Big "D" . . . Also going on at the same time was the International Oil Exposition . . . It was held in Tulsa, Oklahoma from May 14-23 . . . Well over 600,000 were in attendance.

**J. H. McDonald**, sales manager for Brown-Roberts Hardware & Supply Co. retired as of May 1 after 42 years of service . . . **Robert Belk** has now been appointed sales manager . . . Robert has been with them 18 years with traveling experience both in dealer and industrial sales . . . Understand **Joe Pitts** was to have a new daughter-in-law the latter part of June.

**Herb Phipps**, sales manager of Lee Hardware, reports his wife has recovered and is feeling fine again . . . Mrs. Phipps spent four days in the hospital with bronchial pneumonia while in Palm Beach attending the Southern convention . . . Herb reports they have employed **Clifton Gilliland** to travel N. E. Louisiana for them . . . Cliff has had 19 years experience on the road.

**T. A. Clark** and **Louie Wilson** of Buhrman-Pharr Hardware attended the Southern convention . . . T. A. said the weather was too cold for golf so decided to put some Arkansas money on the Hot Springs Nags that were running close by . . . **Mr. & Mrs. Jimmy Fox** of Fox Bros. Hardware have

been spending six weeks touring several countries in Europe . . . Jimmy was expected back to work about June 10th.

Found **Col. R. H. Baker** of Fones Bros. Hardware in fine spirits business wise but unhappy about the fishing weather . . . **Bill Anderson, Jr.**, of F. C. Stearns Hardware is back to work and recovering nicely from a recent illness . . . Construction on their new warehouse will start in about 30 days . . . Pelican Supply Co., of Shreveport, La., was purchased by two Shreveport businessmen, **Tom McElroy** and **Morley Hudson** on May 19 . . . **Mark** and **Elmer Stewart** are withdrawing from the supply business to enjoy a well earned retirement . . . There will be no change in name, policy, or personnel other than improvement the new owners may contribute.

Very happy to hear that **Louie Coleman** of Huey & Philp is back on the job . . . Louie is recovering nicely from a recent operation . . . Huey & Philp have appointed as new sales manager of their wholesale hardware division, **Emmett E. Maxwell** . . . Mr. Maxwell comes from St. Louis, Mo., formerly employed by Shapleigh Hardware Co. where he was sales manager for the eastern division . . . **Mr. and Mrs. Ray Slack** are on an extended trip motoring up the West Coast . . . They will be gone most of the summer.

**Sig Block** is retiring after 48 years on the road for Black Hardware . . . He began with a buggy full of samples in 1910 and is retiring from his sales position with an air-conditioned limousine and a chauffeur . . . Sig was eighty years old on June 2nd. Amarillo Hard-

ware has opened up some new territories in Colorado . . . **Ralph Cordingly**, **James Horseman** and **Bruce Peterson** formerly with Morey Mercantile Co. are covering the area of Denver & South . . . **Jerry Ratcliff**, sales manager, informed me that they are well pleased with this additional business.

**Ernestine Behrens**, secretary to **Mari Findlater** of Findlater Hardware was spending a month vacationing in Hawaii . . . Understand **George Frazier** who has traveled this area for sometime representing **Robert M. Barnes & Co.**, manufacturers' agents, has decided to go out on his own . . . Good Luck to you, George . . . This about does it for now . . . See you next month.

## Atkins Saw Names Merrell as New Sales Manager

**ROBERT V. MERRELL** has been named general sales manager of Atkins Saw Division, Borg-Warner Corp., succeeding **C. J. Meister**, who has resigned. Announcement was made by **Frank G. Fisher**,



Robert V. Merrell

president and general manager of the Indianapolis saw manufacturing firm.

Merrell, who has been with Atkins for 11 years, was formerly Eastern Division manager and assistant general sales manager.





Quick turnover on Oxco's Red Breast Whisk Broom at 69¢ makes it well worth your while to sell up to this genuine palmetto whisk. Its uniform quality—whisk after whisk—and its untold uses around the home, workshop, car or office make it a brush that appeals to any and all of your customers, male or female. Sure-fire evidence of its popularity is the fact that customers all over America purchase almost 1,000,000 Red Breast whisks each year! Check your stock right now on this nationally advertised whisk, then... **SEE YOUR JOBBER!**

(It's in Good Housekeeping—September)



**OXCO**

OX FIBRE BRUSH COMPANY, INC.  
FREDERICK ESTABLISHED 1884 MARYLAND

*Our 75<sup>th</sup> Anniversary Year*

## GOOD DISPLAY

*Makes it Pay!*



Display the fast-moving Red Breast on either of Oxco's attractive, modern and permanent-type displays—the No. 25 or the No. 12 Household Brush Merchandisers. Order Red Breast from your Jobber packed one dozen to a carton, or, at a slightly higher price, one dozen to a printed display carton.



## WHY A SINGLE SOURCE\* OF CASTING LINES IS AN ADVANTAGE TO YOU

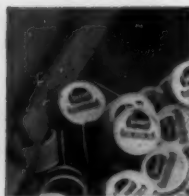
**\*SUNSET, OF COURSE.** Because you have a positive sales advantage when you can sell-up to the premium price-premium profit lines. Having just one quality brand, represented at each price level, makes it easier for you to show your customers the difference in each line. They can see clearly what they get for just a little more. Then too, one-supplier ordering is easier... means prompt deliveries, better inventory control...all together, simplified casting line sales!

### How Sunset covers casting line types and price ranges

LINE	CORAL KING original coral color	CASTMASTER small diameter nylon
List Price	\$1.65	\$1.45
LINE	MERMAID new, 100% dealer mark-up line	BLACK MAGIC braided nylon
List Price	\$1.45	\$1.10
LINE	DOLLAR popular, all-purpose	HALF DOLLAR ideal kids' line
List Price	\$1.00	\$ .50*

50 yard spools of 15 lb. test chosen for price illustration purposes.

\*Special 75-foot spool.

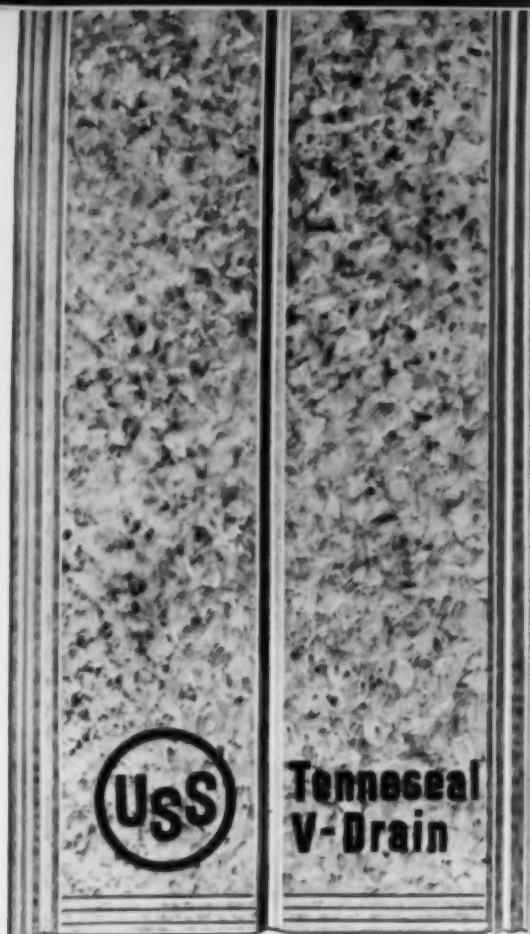


**sunset fishing lines**  
PETALUMA • CALIFORNIA FLORENCE • ALABAMA

CASTING • TROLLING • SURF SQUIDDING • MONOFILAMENT • FLY LINES



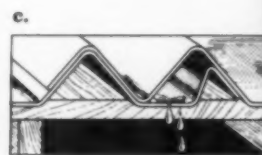
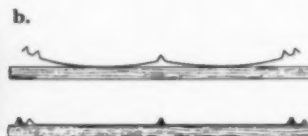
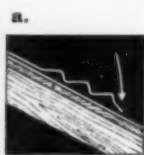
**You're going  
to sell more  
USF products  
this fall →**



## USS Tennesseal Roofing

Farmers like USS Tennesseal V-Drain roofing because it is strong, economical, leakproof and easy to apply.

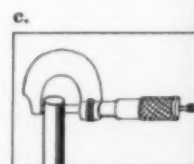
- a. A pressure lip and three strong cross crimps on the lower end of each sheet keep end joints tight.
- b. Tennesseal is slightly curved when it comes to you. Thus it lies flat and snug against your roof when nailed in place.
- c. The V-Drain stops water at the side lap and drains it off the roof.



## USS American Fence

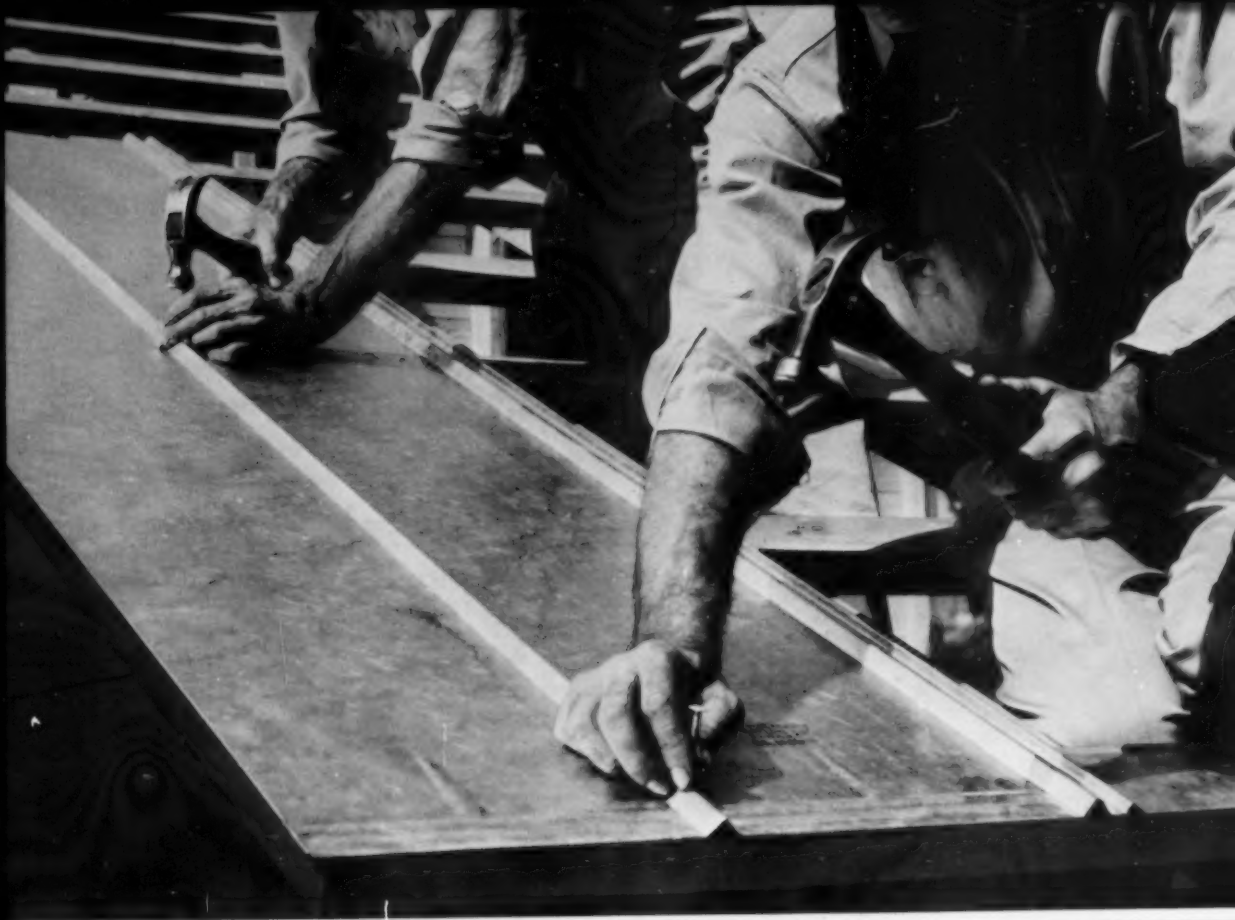
Farmers are proud to own USS American Fence because it stays good looking . . . and it's easy to erect.

- a. Tension curves let USS American Fence breathe when the temperature changes so USS American Fences stay tight.
- b. Hinge joints allow USS American Fence to withstand punishment from livestock . . . make it easy to pull the fence back into shape in case it is accidentally crushed.
- c. The wire used in USS American Fence is accurately drawn and coated with zinc to protect it from corrosion for many years.









## Barbed Wire ...

*A type to meet every need*

## Griptite Staples ...

*For faster fence erection*

## Automatic Baling Wire ...

*Assures tight bales and eliminates jamming*

## Nails ...

*Clean sharp points and centered heads*

## Poultry Netting ...

*Durable, low-cost netting that stays straight*

TCI is a complete line of steel farm products made by America's largest steel producer: United States Steel. Every TCI product carries the "USS" trademark; it means dependable quality to your prospects ... it influences them to buy. Get ready now for the big demand for TCI products *this* fall ... place your order with TCI today.

How's your supply of this TCI literature? Check your stock now, and order what you need from TCI ... it's free. Each item, except those marked (\*) will be imprinted with your name and address. Contact your nearest District Office: Charlotte—Houston—Jacksonville—Memphis—New Orleans—Tulsa, or write direct to our General Office: Fairfield, Alabama.

- ☐ Baling Wire Stuffer, ADTCI-MP-12-57
- ☐ Tennessee Roofing Stuffer, D-53-4-REV.
- ☐ Corrugated Roofing & Siding Stuffer, S-54-5
- ☐ American Fence Stuffer, D-45-7-REV.
- ☐ Farmers and Ranchers Handbook
- ☐ Weatherboard Siding Stuffer, S-54-4
- ☐ Tennessee Poultry Stuffer, ADTCI-MP-4-58
- ☐ Tennessee Sample Board for dealers\*
- ☐ American Poultry Fence Stuffer, W-55-1
- ☐ Diamond Lawn Fence Stuffer
- ☐ American Barbed Wire Stuffer, B-54-1
- ☐ Ranger Barbed Wire Mailer\*
- ☐ Studded "T" Post Stuffer, ADTCI-MP-13-57
- ☐ Roofing Sliding Scale Card showing number of square feet of steel roofing in a given number of sheets 26 inches wide after forming, ADTCI-MP-5-55
- ☐ American Baling Wire Stuffer, ADTCI-MP-12-57
- ☐ Blue Bonnett Bale Tie Stuffer, ADTCI-MP-11-56
- ☐ TCI Nail Chart for dealers and builders, ADTCI-MP-2-58\*
- ☐ Poultry House Plan No. 625\*
- ☐ Griptite Staple Stuffer, ADTCI-MP-10-56
- ☐ Window and store display of TCI products\*
- ☐ Galvanized Flat Sheet Stuffer, ADTCI-ST-9-56
- ☐ Catalog of Nails, No. 6347T\*
- ☐ Manual of Carpentry, No. 6217\*

*USS, Tennessee, American and Griptite are registered trademarks*

**Tennessee Coal & Iron  
Division of  
United States Steel**



[illegible][illegible]

This campaign will create a big demand for TCI products so do these two things *now*:

1. Increase your stock of TCI products so you can meet the demand. Send your order to TCI now!
2. Check your supply of TCI literature; order what you need, free, from the list inside.





## Who Discovers the Discoverers?

*"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars."* CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women

who inspire our priceless human resources, we owe more than we will ever be able to repay.

*Yet how are we actually treating these dedicated people?* Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help—and they need it now!

If you want to know more about what the college crisis means to you, and what you can do to help, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education





## S-K/Lectrolite Names Rep for South Central States

S-K/LECTROLITE Tools, Chicago, Ill. and Defiance, Ohio, announces the appointment of M. Y. Rowell as sales representative for Arkansas, Louisiana, Mississippi, and western Tennessee.



M. Y. Rowell

Rowell is a resident of Memphis, Tenn., and has been a salesman in that area for many years. His newly assigned territory formerly was serviced by Norman Velisek, veteran S-K/Lectrolite sales representative, who will continue serving New Mexico, Oklahoma, and Texas.

## Wesley G. Carr Co. to Represent Watertown

THE WESLEY G. CARR Co. recently was appointed to represent Watertown Manufacturing Co. in the states of Tennessee, Alabama, and Kentucky.

## Stanley Tools Makes Territorial Changes

THE FOLLOWING territorial changes are announced by Charles L. Lohmeyer, general sales manager, Stanley Tools, division of The Stanley Works of New Britain, Conn.:

Kober Seippel is transferred to New Orleans, La., to take over the territory of Arkansas; Memphis, Tenn.; Mississippi; Louisiana; Mo-



Cyrus N. White

bile, Ala.; and Pensacola, Fla. He is a native of New Orleans.

Cyrus N. White is appointed sales representative for northern Georgia, Alabama (except Mobile), and eastern Tennessee. A native of Wakefield, Mass., he joined Stanley Tools in 1957.

## Belknap Opens Toy and Giftwares Show

THE TOY AND Giftwares Show sponsored by Belknap Hardware Manufacturing Co., Louisville, Ky., was scheduled to open June 15 and will remain open to dealers until November 10. Dealers are invited to see the display at their convenience during these months, Wil-

liam R. Caskey, vice-president and general sales director, stated in making the announcement.

In addition to toys, the wholesale organization also is showing housewares, sporting goods, electric appliances, and chinaware.

Belknap's Toy Booklet for dealers was to become available at the same time of the opening, along with window banners and display material.

## Buyers to View 1960 Lines at Mid-America Show

PREMIERE showings of 1960 profitmakers are in store for buyers attending The Mid-America Lawn, Garden and Outdoor Living Trade Show to be held October 8, 9, 10 at the International Amphitheatre, Chicago, according to Show Director Frank M. Yeager.

## Fry-Holbrook to Represent Atlas Tack for Fla.-Ga.

ATLAS TACK Corp., Fairhaven, Mass., has named Fry-Holbrook and Associates of Atlanta to represent the company in the Florida and southern Georgia area, according to an announcement by Russell Sinclair, Atlas general manager. George C. Holbrook, Jr., will be responsible for sales of the complete line of Atlas domestic products in this territory.

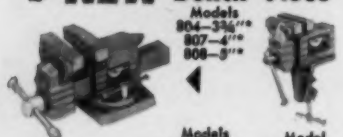


Photographed at the recent Southern Wholesale Hardware Convention, Palm Beach, Russell Sinclair congratulates Dan M. Fry, while Mrs. Fry and Herbert S. Callahan, Atlas Tack sales manager, look on. Fry-Holbrook and Associates will represent Atlas in Florida and southern Georgia.

# NEWEST BROADEST and BEST LINE

Twenty-two different models! Each superbly styled, each built to grip . . . gently or with mailed fist firmness. • Finest castings, highly accurate machining and finishing. • Baked, hammered silver grey enamel overall. • Screws and handle are zinc plated. Write for catalog 17 covering all models.

## 9 NEW Bench Vises



Models  
804-3 1/2" \*\*  
807-4" \*\*  
808-5" \*\*

Models  
822-3 1/2" \*\*  
823-5" \*\*

Model  
500-2 1/2" \*\*

Not shown:  
Models  
600  
725  
806

## 2 NEW "Quick Shift" Vises



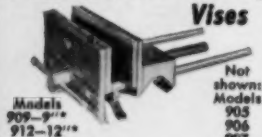
Models  
937-3 1/2" \*\*  
930-5" \*\*

## 2 NEW Machinist Vises



Models  
860-4" \*\*  
861-4" \*\*  
(swivel base)

## 5 NEW Woodworking Vises



Models  
909-9" \*\*  
912-12" \*\*

Not shown:  
Models  
905  
906  
907

## 3 NEW Pipe Vises



850-  
1/4" to 1 1/4" \*\*  
851-  
1/4" to 2 1/4" \*\*  
pipe

Not shown:  
Model  
852 \*Jaw width

MILWAUKEE TOOL & EQUIPMENT CO.  
2784 S. 29th St., Milwaukee, Wis.

## INDUSTRY NEWS

### Joint Atlanta Show to Feature More Than 100 Leading Lines

IN LATE June final arrangements were being made for the combined wholesale hardware exhibit, scheduled for August 2-5 at the Biltmore Hotel in Atlanta, Ga.

Sponsors of the dealer show are Sharp-Horsey Hardware Co.; King Hardware Co.; and Dinkins-Davidson Hardware Co.

Present plans call for about 100 exhibits of leading hardware products. Booths will be manned by factory representatives who will have door prizes available in each booth.

1959 fall and holiday promotions will be ready and special prices will be offered. In addition, many special prices will be offered on standard merchandise during the course of the show.

As a special attraction to dealers a fully-equipped, deluxe 4-door station wagon will be awarded as a grand door prize.

A free snack bar will operate during the lunch and dinner hour.

Sig Block, the former Mina Felix of New Orleans, La., passed away in 1949, and since that time Sig has been living with his son Ralph and his daughter-in-law in Houston.

### Perry and Barr Co. to Represent Gries

JOSEPH SAKS, director of sales, Gries Reproducer Corp., New Rochelle, N. Y., announces the appointment of the Perry and Barr Co., Nashville, Tenn., as representatives.



Coleman Perry



Graham Barr

### Sig Block Retires from Black Hardware

WITH A LAP robe for a companion and a buggy full of samples, Sig Block began his career as a salesman for Black Hardware Co., wholesale organization in Galveston, Texas, in 1910. Sig, as he prefers to be called, is retiring from his sales position with an air conditioned Buick, and a chauffeur.

Transportation is not the only thing that has changed in the successful salesman's life, he recalls. Nor are the lines carried. Hotels in the early days of his career offered three meals and a room for \$2.00, with domino games and comaradie each night. However, he commented, the absence of bath in the rooms and only a bowl and pitcher for running water left much to be desired.

Sig was born in San Francisco, June 2, 1879, and his father moved the family to Texas in 1892. Mrs.

Gries produces small die castings, small plastic moldings, standard components, and special machinery.



Look again...they've got it!

# JOHNSON

## AIR COMPRESSORS

**More air volume...per pound pressure...per horsepower...per dollar!**

These compressors actually outperform many larger units, yet you can offer them at prices which produce sales and a substantial margin for you. Johnson, with 74 years of experience in building precision pneumatic equipment, knows how to combine really high quality with realistically low cost. You'll make money with this new line.

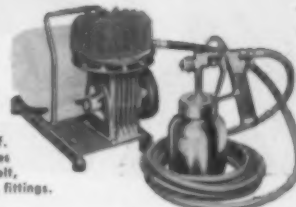
Attractive Dealer Discounts... Immediate Delivery from Distributors' Stocks.



**JOHNSON SERVICE COMPANY COMPRESSOR DIVISION**  
MILWAUKEE 1, WISCONSIN

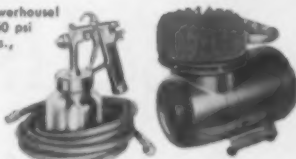
### RED HEAD

Model No. 1550 (less motor).  
Delivers 3.5 cfm clean, oil-free air and 50 psi, yet weighs under 30 lbs. 14" x 8" x 10". Uses any 1/4 hp or larger motor, engine, or power take-off. Complete package includes compressor, pulleys, V-belt, sprayer, hose, tire chuck, fittings.



### POWER AIRE

Model No. 103. A powerhouse! Delivers 3.5 cfm and 50 psi but weighs only 23 lbs., including 1/2 hp GE direct-drive motor. Ultra-compact. 11 1/2" x 6 1/2" x 10". Complete package includes motor, compressor, sprayer, hose, tire chuck, fittings.



36 other models. Complete line of accessories available.

**NOW** is the time to stock up  
on **WRIGHT**  
GALVANIZED **GUTTER GUARD**



**...for early fall sales**

Fall will be here before you know it and your customers will soon be asking for WRIGHT Gutter Guard to keep leaves and litter from eaves troughs. This easy-to-install, galvanized wire guard comes to you in attractive "SIGHT SELLER" boxes containing 25-foot rolls, with smooth, flat wire edges for easy handling.

Stock up now and be ready for quick sales and profits!

**G. F. WRIGHT STEEL & WIRE CO.**  
WORCESTER 3, MASSACHUSETTS



**FOOT VALVES**

**EIGHT SIZES...**  
many leading pump manufacturers use Strataflo as original equipment.

**Won't Stick...Don't Leak**

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pumps and save their cost in service calls. Strainer won't clog or corrode. They are ideal for jet-type pumps. Write for Bulletin 203.

**STRATAFLO PRODUCTS, INC.**  
FORT WAYNE, INDIANA

# only KEYLINE tells the story so often

Your customers know more about Keyline Poultry Netting than any other brand made. Their friends and neighbors talk about this fence that stands straight and tight. And they read about it in their favorite farm publications—ten different magazines.

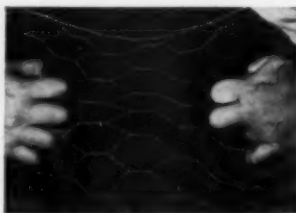
No wonder Keyline is so easy to sell. Keyline advertising and satisfied users do the pre-selling. Customers know the facts about this fence with the extra straight-line wire. As a result, you get faster turnover.

Keyline roll sign, ad mats and envelope stuffers help you, too. Get ready now to increase profits by stocking up on Keyline Poultry Netting. Send in your order today.

## Customers Know the Big Difference The Stretch Test Gives Them Proof

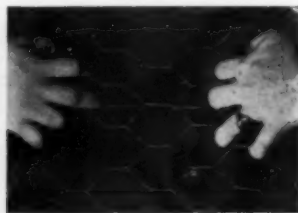
Your customers know it's the extra straight-line wire that makes the difference between Keyline and ordinary poultry netting.

This horizontal wire woven into the fabric prevents gaps or holes by adding support where it's needed. Keyline hugs the ground . . . stands smooth and tight! The stretch test gives you and your customers proof.



**Ordinary Poultry Netting**

Stretch a sample of ordinary hexagon mesh poultry netting. See how it loses shape. See it bag, sag and bulge.



**Keyline Poultry Netting**

Stretch a sample of Keyline. See how it holds its shape. See how it stays flat and smooth. Goes up good and tight!

**KEYSTONE STEEL & WIRE COMPANY**  
**Peoria 7, Illinois**

makers of

# RED

Red Brand® Fence • Red Brand Barbed Wire • Red Top® Steel Posts • Gates • Non-Climbable Fence • Ornamental Fence • Baler Wire • Nails • Keycorner • Keywall • Keymesh®

Even the chickens  
can tell the difference



# BRAND

## Beck & Gregg Dealer Show Scheduled for September 6-9

BECK & GREGG Hardware Co.'s annual Fall Merchandise Show will be staged September 6-9 at the Biltmore Hotel in Atlanta, Ga.

Dealers from throughout the five-state area served by the company are being invited to the four-day event.

As in the past the show will be held during the Labor Day weekend to make it easier for dealers to be away from their businesses.

The show will open at 2:00 p.m. on Sunday September 6 with the closing hour being 9:00 p.m. Show hours for the remaining days will be from 9:00 a.m. to 9:00 p.m.

The show has been enlarged this year to include 115 booths. In addition to the exhibition hall, the hotel's ballroom also will be used for displays. In all, the lines of more than 175 manufacturers will be displayed.

Factory personnel will again man the booths and together with Beck & Gregg salesmen will be available to help visiting dealers select merchandise which will be offered at special prices.

A free snack bar will be in operation during the course of the show. Plans call for the awarding of many door prizes in addition to an impressive grand door prize.

## Winchester-Western Revamps Sales Division

A MAJOR reorganization and strengthening of the entire sales and marketing effort of the Winchester-Western Division of Olin Mathieson Chemical Corp., New Haven, Conn. is announced by William R. Kelty, Jr., the division's vice-president for marketing.

Under the new organization, Paul F. Lewis, formerly Southern regional manager, becomes sales manager of arms and ammunition.

William E. Talley, formerly western regional manager, becomes marketing manager, firearms.

William H. Dittmann, formerly assistant sales manager, becomes

marketing manager, ammunition.

A. S. Cogan, formerly industrial and military sales manager, is now marketing manager, industrial and military.

James J. Clarke, who was sales manager of the division's Ramset operations, becomes merchandising manager under the new organization, responsible for merchandising, advertising, and promotion of all the division's products.

At the same time, Kelty announced the appointment of A. L. Warner as sales service manager responsible for sales administration for the division.

Each of the new appointees will be located in New Haven and will report to Kelty.

## Edick Assumes New Duties as Utica Representative

HOWARD A. EDICK has been selected sales representative for the Utica Drop Forge and Tool Division of the Kelsey-Hayes Co. in Virginia, Tennessee, and the Carolinas, according to F. L. Marshall, sales manager. He will represent the company for its line of hand tools.

Edick has been with the organization in the home office at Utica, N. Y., for the past four years both in the sales and advertising departments. He now plans to make his headquarters in North Carolina.

## False "Wholesale" Ads Outlawed in Texas

A BILL outlawing false "wholesale" advertising has been passed by the Texas legislature.

Its passage was brought about largely through the combined efforts of the Texas Hardware & Implement Association and the Retail Furniture Association of Texas.

The bill makes it unlawful for a businessman to misrepresent the true nature of his business by the use of the words manufacturer, wholesaler or retailer.

In its ban on false wholesale advertising, the bill makes it illegal to represent that a store is selling at wholesale, either by advertising or in the course of a sale, unless the store is actually selling the items advertised at wholesale for the purpose of resale.

The legislation also prohibits the misrepresentation of the ownership of a business for the purpose of carrying on a liquidation sale. Any advertisement of a "going out of business" sale must include the name and address of the owner of the business.



Gathered in Gov. Price Daniel's chambers for the signing of the Texas House Bill 201 are left to right: David Shapiro, Texas Hardware & Implement Association; Dall Shestall, Retail Jewelry Association; C. W. Scheurer, president of the Texas Hardware & Implement Association; Sen. George Parkhouse, sponsor of the bill; Ray Souder, secretary of the Texas Hardware & Implement Association; W. E. White, Retail Furniture Association of Texas; Rep. V. L. Ramsey, co-author of the bill; Hiram Brown, Retail Furniture Association of Texas; Rep. W. L. Smith, co-author of the bill; and Plasco Moore, Retail Furniture Association of Texas.



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*at the 14th annual*

# NATIONAL HARDWARE SHOW

*including the*

**LAWN, GARDEN & OUTDOOR  
LIVING DIVISION**

It's the show buyers know as the most complete and diversified trade show in America. More than 40,000 attend annually to learn what's new in hardware, housewares and allied items . . . lawn, garden and outdoor living products.

This year over 1,000 manufacturers will unveil tomorrow's products, packages, promotions and profit-offerings. So plan today to attend. Fill out and mail the coupon for your free badge of admission.



## NATIONAL HARDWARE SHOW

**at the COLISEUM in NEW YORK CITY**

**SEPT. 28 - OCT. 2**



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# \$99<sup>50</sup>

## The greatest

## in JET PUMP

*New from*  
**DURO**

Imagine... A full Quality Shallow Well Water System, retailing under \$100<sup>00</sup>

Duro has pioneered again—this time with a shallow well package system that breaks the magic \$100 merchandising barrier.

It's the new Duro Jet-Ace—new in name, new in concept, new in sales appeal. And you can be one of the many Duro dealers who will use this pump to build traffic and close sales.

The Jet-Ace is today's hottest package for capturing the shallow well business in your area. Not only does it have a potent price, it is available in both horizontal and vertical tank models to further increase its appeal. And most important, it is built with famous Duro quality throughout.

#### ALL BRONZE IMPELLER, VENTURI AND NOZZLE

There are no substitute materials in the Jet-Ace Pump. Impeller, venturi and nozzle are of long life bronze.  $\frac{1}{2}$  H.P. N.E.M.A. standard motor, built to Duro's own precision specifications, has polished stainless steel shaft and motor overload protection. The entire unit carries Duro's full year guarantee. Get the facts about the great new Duro Jet-Ace—priced to retail at \$99.50. Here's proof again that...

IF IT'S GOOD... DURO'S GOT IT!



THE DURO CO., DAYTON 5, OHIO

# VALUE

## History!

**SELF-PRIMING**



### YOUR CHOICE HORIZONTAL OR VERTICAL...

Take your choice. Duro gives you both horizontal and vertical tank arrangements at the same low, low price.



**DURO**  
*Jet-Ace*  
SHALLOW WELL WATER SYSTEMS

**WHOLESALEERS:** Write, wire, or telephone for details about the new Jet-Ace and the complete Duro line. Territories now open.

**DEALERS:** Take advantage of the industry's hottest item. Write for details and name of nearest distributor.

# DIXISTEEL Nails Now Come In Modern 50 lb Caddys



Hundred-pound nail containers have gone the way of old-fashioned kegs! We're no longer packing nails that way. Now every type, size, and finish of top-quality DIXISTEEL Nails come only in the handy 50-pound Nail Caddy. It is strong, durable, and weather-proof. It is far more convenient and easier to handle — both for you and your customers.

## ORDER **DIXISTEEL** NAILS FOR EVERY NEED

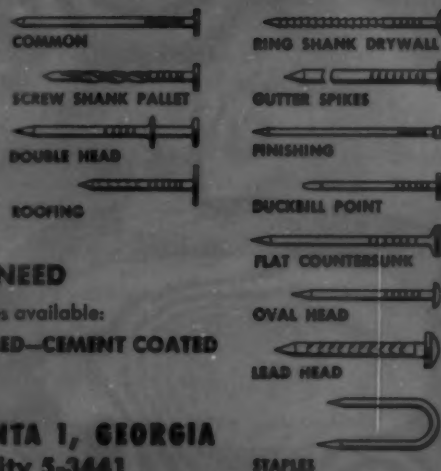
Here are a few of the many types available:

**BRIGHT—GALVANIZED—BLUED—CEMENT COATED**



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JULY, 1959

By Richard Lane

## *Dealer tells how*

# Housewares

## *can be major sales maker*

**W**HAT's cookin'? Whatever it is, there's a good chance that if it's in the East Memphis section served by General Hardware & Supply Co., some of it is being cooked or readied for serving in housewares items sold by Carl Higginbotham's store.

One of the most successful hardware dealers in the Tennessee city is Higginbotham, whose suburban store features one of Memphis' largest housewares departments.

The store with the streamlined look has 23 display tables on its floor and 11 are devoted to housewares. That's right—nearly 50 percent. That's a higher percentage than you will find in the average hardware store. Also higher than that of the average store is Higginbotham's housewares sales volume.

Are you looking for ways to increase your housewares sales? If not, you may be overlooking one of the brightest opportunities ever, Higginbotham believes.

Going hand in hand with today's kitchen modernization trend is the housewife's increasing demand for more modern housewares items—either in colorful plastic or rubber or in shining aluminum, copper, or glass.

Stores quick to recognize and promote the trend have seen their housewares department mushroom from minor to major departments in dollar volume and, equally important, have boosted sales in

other departments by the increased traffic of impulse-buying women.

Higginbotham, a former president of the Tennessee Retail Hardware Association, has some sales philosophy and promotion ideas he's happy to share with other dealers. A frequent visitor in other promotion-minded stores, Higginbotham is never afraid to adopt or adapt an idea that looks good or which he believes has sales stimulating possibilities.

Over the years—he started as a dealer in 1945—he has tested many ideas in his store. Last year he undertook a big modernization program that removed his old three-tier, 5 by 8 foot display tables and substituted new ones 4 by 8 feet, with four tiers. That extra foot of space between tables has encouraged customers to browse. It has given the store the appearance of having more room. The new tables have enabled Higginbotham to get away from mixed displays and to concentrate on more massed displays of a complete line on a single table. Higginbotham is convinced there is nothing like mass display to catch the customers' eyes.

Of the store's 23 island displays, 11 are devoted to housewares. The mass displays are kept clean and attractive. Typical are the displays of aluminum ware, rubber items, plastic, and pottery shown at right.





Cast iron skillets and pots are still in good demand, and Carl Higginbotham believes in displaying them prominently. The island containing china and even glass ware particularly stimulates much impulse buying.

This all has had a noticeable effect on housewares sales.

"With our new, streamlined tables, we now can have several devoted entirely to aluminum ware, glass ware and copper ware, for example, instead of combining them. That's because we can get more merchandise on the tables. That extra tier is a big help."

Higginbotham and his store manager, Hester Carson, who has been with him 12 years and who arranges the floor displays, put much stress on the frequent changing of displays to keep customer interest high. The store often moves tables, with noticeable sales stimulus. Higginbotham likes to recall an example whereby the sales of certain kitchen items were suddenly boosted sharply after having dropped steadily for no apparent reason. Carson moved this particular table and the next day 12 sales were made from it. It had a "new look" and a new location. That was enough to catch the attention of regular shoppers who had been passing it by.

"Don't hesitate to move the display table that isn't doing the sales job you think it should. Clean it up, rearrange it and customers will look at it with new interest," Higginbotham observes.

Neatness and cleanliness are important for housewares—perhaps more important than for any other department in the store. Most housewares customers are women and they don't like to handle dusty items. Do you? Shine them up, dust them regularly and they will be picked up and examined by

customers who are browsing.

An important factor in Higginbotham's success is his store's reputation for "having it." It advertises as "one of Memphis' most complete" hardware stores and lives up to its boast, both customers and competitors agree.

Many customers who have moved away from the East Memphis section served by the store continue to shop with Higginbotham, confident they can find, under one roof, everything they are looking for.

The store is located on one of the city's principal thoroughfares—an arterial highway—and gets much business that normally

would be expected to go downtown. Some of Higginbotham's customers even come from adjoining counties. Obviously, out-of-town customers aren't traveling miles to General Hardware & Supply unless reasonably certain the store has what they are looking for. Some of these out-of-town customers come in once or twice a week.

The store goes on the theory that at least one model of every type housewares item carried in stock should be displayed prominently. Often a small difference in shape, appearance or size of a percolator, for example, may de-

(Continued on page 64)



The large modernistic window usually contains a housewares display. Here colorful wastebaskets attract passersby.

***Go modern, yes, but***

# **Don't Forget Those Staple Lines!**

**A**LTHOUGH it is one of the newest of the smaller hardware stores in Beaumont, Texas, Voth Road Hardware boasts a sales volume which compares favorably with the larger and more firmly established hardware stores in this city of 110,000.

Owner H. L. Burkhalter has always maintained that the old "folksy," general store-type hardware store is the most successful. Many people tend to agree with him, for when he first opened for business, Burkhalter said, people complained that most hardware stores were concentrating too much on fancy items and forgetting about the old everyday hardware needs.

"We have found," he said, "that our customers have daily need of items like bolts, nails, buckets, pipe fittings, and rope, and they like to trade where they can find all these products.

"We have tried to plan our stock wisely in order to successfully combine the features of the modern and the traditional hardware store. By doing so, we could carry those things sold by our competitors and at the same time have a complete stock of our customers' daily needs. As a result, it looks like we have hit on the right combination that really makes the cash register ring while providing a pleasant place for customers to shop."

Stock has been arranged in the Voth Road store so that the modern, smaller merchandise, designed primarily for eye-appeal, is located near the front of the store. Here, items like giftwares, paint, sporting goods, and small tools are lo-

**By Theron Garvin**



Everyday hardware items, the staple goods—some of which are rarely found in some hardware stores—are shown on this large wall display. Such an arrangement of merchandise allows customers to serve themselves. Owner H. L. Burkhalter, above, estimates one customer in five will buy some item from board.

**The combination of modern lines with the staple  
goods of the old-fashioned general store has  
paid off in customer goodwill.**

cated. At the rear of the store, wire, bolts, rope, pipe fittings, nails, farm goods, and galvanized ware are displayed.

"In our stock there are many items that register only about one sale a month," Burkhalter commented. "These items are stocked in a large bin at the rear of the store and kept until called for by these customers. This has been called dead stock, but our customers have come to rely on us for just such items, and it is very rarely that they leave the store without making more than one purchase. It is this type of service that has helped build customer loyalty for us.

"For instance, we carry three saddles in stock at the rear of the store. We get about two or three calls a month for these and average a sale a month with them. This is a \$20 profit that often turns into more once a customer finds that we stock such items for his convenience."

The Voth Road firm keeps 95 percent of its stock on open display, and uses all of its old warehouse space for displays. New orders are placed weekly to keep fresh merchandise in stock.

Burkhalter carries a complete stock of water pipe. Customers are furnished with pipe cutters and threader free of charge. If necessary, as little as one foot of pipe will be sold. There have been at least two occasions when a customer's pipe bill of less than a dollar turned into a sale of over \$300 before the month was out.

Burkhalter commented with a smile that many customers just like to find out what kind of service they can expect if they plan to spend only a dollar with a store.

"After they find that they will be treated just as though they were spending \$100, then we find that we make the big sales to them later."

In the small store room at the rear of the store, Burkhalter has two attractions which bring customers into the store. One, a small wire cage containing six tame quail, brings the youngsters (often with their parents) to see the pets. The other, a big coffee maker, which is always in operation, draws adults in for a cup of coffee while visiting the store.

"We never dreamed our coffee idea would go over so big when



When wives make staple hardware purchases for their husbands, as this woman is, they have to pass through the housewares department. This department, located at the front of the store, is stocked with the popular, eye-catching household items which influence women to make further purchases before leaving the store.

we first started it," said Burkhalter. "We had heard of other stores doing this, and felt that perhaps two or three would take advantage of it daily. Imagine our surprise when we found that most customers were going to the back,

fixing their own coffee, then walking around in the store making their purchases. It is not at all uncommon for as many as 50 or more customers a day to drink a free cup of coffee with us. It makes us

(Continued on page 68)



In the plumbing supplies department of Voth Road Hardware, all stock is kept in these efficient square bins. Each bin is carefully labeled with a description of its contents to make selection easier for the customer. This method of stocking items saves time for both dealer and customer. Here, Owner Burkhalter shows a customer a heater valve, pointing out advantages of good ones.





## Installation service is upping sales of

# Plumbing Supplies

**T**O INCREASE sales volume in plumbing supplies, Dawson's Hardware, Berkeley Springs, West Virginia, maintains a shop crew to handle appliance installations and maintenance. In selling 75 percent of its plumbing supplies volume to private homes, the company views the shop operations as highly profitable.

"In an area where there is a demand for water systems," Ward M. Dawson, Jr., partner of Dawson's Hardware, states, "the dealer is all set, as water systems installations and kitchen and bathroom modernizations go hand in hand. In towns, appliances attract the trade, and here it is important to keep a good stock well displayed—and a crew to install them."

A wide assortment of kitchen sinks, refrigerators, laundry equipment, and ranges in various models, sizes, and colors is displayed between the two entrances to the store, and can be seen from the street and highway. Dawson credits the installation of appliances with the 20 percent gain in plumbing supplies which the company experienced the first six months of '57 over the corresponding period of 1956.

"Have your lines of kitchen sinks, water heaters, and other appliances well displayed," Dawson advised. "And have a wide variety

for the customer to make his selections from. Customers have seen attractive layouts of kitchen modernizations in magazines and newspapers and know what they want. If you have the space, a model kitchen set-up is ideal."

Dawson carries a \$4,000 inventory of plumbing supplies and pipe in both galvanized and copper in all sizes, plus four different lines of terra cotta pipe. About 20 per-

cent of their plumbing supplies volume is sold to contractors, and about five percent to the do-it-  
(Continued on page 68)

To install its appliances and to maintain them, Dawson's keeps crew of three mechanics, and a 3/4-ton truck with bins and racks for supplies and pipe. Service increases sales of both appliances and plumbing supplies; bins containing the latter are identified to ease shopping.



# The Perplexing Problem of Imports

## A Report on Effects

In the last several years imported hardware products in an increasing variety have flooded the American market. When imports hit a given area, traditional price structures crumble. Consequently, few trade problems have caused more controversy. Domestic manufacturers of those lines hardest hit bitterly question the loyalty of wholesalers. Distributors, in their turn, emphasize that so long as competitors stock imports, they must do likewise to remain competitive. Similarly, retailers stress the nature of their competitive position—without a price line they would be out of business on many products. The situation is most serious in the areas fanning out from ports of entry, but the impact of imports is spreading to other sections of the country. This report does not imply that the problem is critical throughout the South. Its purpose is to show what effect imports have had on a small, but typical Southern area.

**H**OW MUCH DURABLE goods imported from foreign countries is being sold by hardware dealers in the South? That is a difficult, if not impossible, question to answer. But a spot check by SOUTHERN HARDWARE in a small, but typical area of the South indicates that a substantial amount is being sold.

The intensity and extent of such imported hardware sales in a 100-mile circular area centered on the Savannah river in East Georgia and South Carolina are revealed in a dealer survey made in May by an SH field reporter.

Covering independent dealers in Elberton, Ga., and Abbeville, Anderson, Greenwood, and Greenville, S. C., this survey showed that at least 90 percent of the field fencing and barb wire, 75 percent of the nails, and some 20 percent of the garden tools are imported merchandise.

Why? To a man, every dealer selling imported hardware items said he was forced to it by the volume price advantage and sale of similar foreign goods by mail-order, chain, and cash-and-carry stores.

And everyone expressed regrets that he had to sell imported fencing, nails, tools, and builders hardware to stay competitive AND IN BUSINESS in these lines, rather than continue selling American-made, advertised, and proven merchandise. Imported merchandise is sold for an average of 25 percent less than American goods—but at the same margin of profit or mark-up.

Thus, the net profit is less in dollars—but it's profit the dealers say they could not earn if they did not handle the cheaper imported items. They're cheaper, of course, because of the much lower labor costs in the countries where they're made. Even over the longer distances, water freight rates are low.

Where is this merchandise made?

Nails come from Italy, Belgium, Holland.

## Retailer in a Quandary

Hog and field fencing and barb wire come from Belgium.

Garden tools—especially rakes, hoes, and shovels—come from Belgium and Japan.

Utility builders hardware—butt hinges, hasps, screws, etc.—comes from West Germany. Electrical pliers, drills, and similar items come from England.

Where do dealers buy this merchandise? From their regular hardware and farm supply wholesalers in their trading areas! When they can use trailer-load drop shipments, they can buy directly from the importing broker at Charleston or some other Carolina city.

The last, and one of the largest, hardware dealers called on in this survey is selling the least proportions of imported merchandise in all except its big gift department, where foreign art objects and china are popular lower-priced movers. W. D. Brown, partner in the Anderson (S. C.) Hardware Co., reported that for about five years 50 percent of the barb wire sold by his firm has been imported wire. It sells for \$2.00 a roll less than American wire. This dealer sells no foreign fencing, tools, or nails. However, he estimated that he had lost about 25 percent of his nail business because he couldn't deliver nails at the lower imported-brand prices.

Manager Ralph Taylor of the Elberton Hardware and Supply Co. reported that 100 percent of the nails, 90 percent of the fencing, and 50 percent of the garden tools he now sells are imported. Another dealer in the Georgia granite center of Elberton reported: 90% of field fencing, 90% of nails, 20% of garden tools.

In Abbeville, S. C., M. W. King, manager of the Lomax Hardware Co., oldest dealer in the county, admitted that 100% of nails, 100% of field fencing and barb wire, and 90% of the wood screws that his firm retails are imported.

This veteran dealer said that competition from a nearby cash-and-carry building supply store is

tougher than the mail-order and chain houses. He said he sells foreign nails for \$3.50 a keg less than he could sell U. S. nails. He gets 75 cents for a box of wood screws made in West Germany, comparable to U. S. wood screws that retail for \$1.10 a box.

A Greenwood dealer in S. C. declared that "I am as patriotic as the next businessman, but our customers demand cheaper merchandise if we are to serve them. That's why about 75% of the barb wire and 60% of the nails we sell are foreign products. We don't sell any imported tools or builders hardware."

T. E. Williams, manager of the Williams Hardware & Supply Co. in Saluda, S. C., was just as sorrowful over selling foreign goods. He has sold imported field fencing and barb wire and nails for four years, and now 100% of his sales in all these are foreign goods.

Regarding garden tools, he said American manufacturers brought their prices down to those for imported makes. But now the prices of foreign hoes, rakes, and shovels

have been sliced again!

Williams reported that 25% of the 2" steel pipe he sells is imported. He has been offered imported copper tubing and fittings by the Foreign Domestic Warehouse Corporation of Fayetteville, N. C., for about 35% less cost than American products. Another distributor has offered him a full line of Swedish-made hardboard, including perforated panels, for from 20 to 33% less than American brands.

Most of these hardware dealers believe that United State manufacturers of like items own or participate in foreign production! Some dealers vow that American manufacturers make and ship certain tools and hardware out of this country and then these are brought back as imported goods, thereby cornering the market in two directions!

Dealers and their salesmen do not tell a customer they are buying foreign-made merchandise unless the customer inquires about it or points out its imprinted origin.

(Continued on page 70)



Sorrowful over having to sell imported products T. E. Williams, owner-manager of Williams Hardware and Supply Co., Saluda, S. C., here dramatizes his position of "What else can an independent retailer do?" He stands alongside a warehouse stock of nails made in Italy and Belgium.

# How to Profit from Plastic Pipe

By Thomas W. Dunn

Vice - President - Sales  
Carlson Products Corp.

**A**CCORDING TO the best current estimate, the 1959 house services market for plastic pipe will be well over 60,000,000 feet—and is expected to double by 1960. How can you be sure of getting your share of this market? What must you do—and what must you know about plastic pipe? How can you help increase your future sales?

Plastic pipe is a relative newcomer in the field of building material. It offers many advantages over traditional piping—including lower cost, lighter weight, far easier installation and, for many applications, better service. It also offers alert retailers a chance for big sales and big profits.

By effective display and use of the dealer selling aids which most manufacturers make available, dealers can encourage use of plastic pipe. And it's an easy item to stock and handle. First grade pipe and fittings frequently are packaged. This and the product's light weight make storing easy for the retailer.

Farm and industrial uses—for which plastic pipe offers unique qualifications—provide a lucrative market for you to tap. Here are many chances for both wholesaler

and retailer to make big ticket sales. The manufacturers' sales representatives are available for advice and help to sell specific prospects the pipe best suited to their needs.

Plastic pipe for irrigation systems, water supply lines, conduit, and well casings is finding increasing acceptance as people become aware of the savings it makes possible. Industrial firms are discovering that certain plastic pipes can handle corrosive industrial chemicals at one-fifth the installation cost of adequate metal piping.

## Extra Water Lines

Do-it-yourselfers are just beginning to find plastic pipe a perfect answer for an extra water line to a cottage and for lawn sprinkler systems, water systems, sewers and drains.

But, in spite of its many advantages, plastic pipe faces a number of problems which must be solved before it will be bought and used as extensively as the industry has a right to expect. Mechanics still often use more expensive pipe partly because it increases their dollar sales and labor charges—but even more impor-



## An expanding sales opportunity for retailers



Light weight, easy installation contribute to the growing popularity of root-, corrosion-proof plastic pipe.

tant, because they simply aren't familiar with plastic pipe.

Consumers don't know about the savings which plastic pipe can provide and are often unsure of its longevity. Plastic pipe will not rust or corrode and under normal service will outlast metal pipes which are subject to both rust and corrosion. Many local health authorities and building code committees are unfamiliar with the superiority of plastic pipe. As a result, many local building codes don't reflect the results of proven effectiveness and recent product improvements.

Constant education is necessary to overcome these barriers to expanding use.

Manufacturers are constantly increasing their efforts to make the public, as well as purchasing agents and industrial users, aware of the plastic story—both by a constantly enlarging advertising program and a professional public relations campaign.

These efforts have already been reflected in the growing acceptance of plastic pipe. Another important factor which has made the market bigger and will increase it even more is continuing research. Such research is becoming even

more important as raw material manufacturers develop new and improved plastic resins from which pipe can be made.

Top grade pipe can be produced only as a result of long experience and laboratory study. Although it is an easy matter to extrude pipe from some raw materials by using techniques developed by the pioneering companies—manufacturers must maintain a constant quality control system to assure a satisfactory product.

### To Assure Satisfaction

To assure maximum customer satisfaction you should know:

1. The pressures involved in the customer's installation, including maximum surge possible.
2. The temperature of the water to be handled. Ordinary well and cold water lines present no temperature problem.
3. Where the line will be installed (Buried? Exposed to sunlight? Subject to impact?)

Your wholesaler can tell you the particular items in his line which will best meet your customer's needs. Also help on installation procedures is usually available

from manufacturers' salesmen.

Remember that plastic pipe should not be used where pressures exceed those clearly stated on the pipe. Also important is the fact that pressures must be reduced as working temperatures increase.

The basic materials from which pipe is made as well as its method of manufacture determine the pressures it will take and its length of life. The customer's particular problem will decide which of the several plastics now on the market is the best for him. Each is made of a different raw material with special qualities and characteristics.

Be sure all the plastic pipe you sell conforms with the minimum commercial standards. These have been established by the U. S. Department of Commerce (CS-197-57) and guarantee the physical and dimensional characteristics of the pipe. They also insure the safety of the pipe for handling drinking water without contaminating it or imparting odor or taste. All pipe which conforms to these standards carries the "nSf" seal of the National Sanitation Foundation's approval—but not all pipe which

(Continued on page 70)

## **A 12-time increase in sales proves the value of this merchandising idea.**

**By Albert S. Keshen**

**P**OWER TOOLS can pay their own way. This has been strikingly and profitably proved by Southside Hardware Co., Greensboro, North Carolina, which operates a separately-maintained power tool division. This division is staffed by factory-trained personnel and is particularly qualified to advise and instruct the buying public as to the advantages and proper use of power tools. The power tool division has served a dual purpose by building up heavy volume for the parent company.

With an inventory of about \$31,000, this dealer is finding a growing sales market not only

among householders, but also with commercial users such as building contractors, lumber companies, public and private institutions, state agencies, and other large users.

"An autonomous set-up such as we have gives this growing branch of our business the attention it deserves," commented Owner W. L. Trotter, Jr. "Setting it aside in a showroom partitioned off from our main store and under the direction of specialists enables us to concentrate on these items and to impress upon the public our ability to satisfy their power tool requirements competently."

## **Separate Power Tool Pays Its**



Located adjacent to the Southside Hardware store, Greensboro, N. C., is this 21' x 100' building. At right is shown the interior of power tool division. Lined up in the center aisle are pyramid fixtures. These are all kept ready to be plugged in for use in demonstrations.



Putting his 10 years experience in handling power tool sales to good use, Paul Roland has been in charge of the Southside tool division for three years. In that short interval, he has managed to increase sales about 12-fold, extending the trading area to 20 counties in the Piedmont section of the state.

The store's main merchandising effort has been an indirect one, concerned mainly with making the public familiar with the types of tools available and how best to use them.

A store demonstration, held one night a week, has drawn a select group of prospects, since it has been limited to tool owners or those planning their home workshops.

At these meetings, coffee and doughnuts are served, after which a 16-mm film on power tools is



A Southside Hardware employee conducts a demonstration of this power tool at one of the many public clinics offered by the company. Such demonstrations are held one night a week and draw a select group of prospects, since nearly all those in attendance are home workshop hobbyists. Salesman Joe West is also active in conducting similar clinics for rural industrial arts teachers.

## Division Own Way

shown so that visitors can watch the equipment being used and explained. These sessions, which draw an average audience of 14 hobbyists, last about three hours.

Shouldering the brunt of the educational work, however, is Joe West, Southside's outside salesman, who visits schools and contractors. He has worked out a schedule of power tool clinics for rural schools in conjunction with

the district supervisor of agricultural education for the North Carolina Department of Public Instruction.

Through these clinics, lectures are delivered before groups of teachers so that they can share this know-how with their students. These clinics touch on such subjects as how to get peak efficiency from tools, how to make necessary  
(Continued on page 72)



At left, Owner W. L. Trotter, Jr., (dark suit) visits a booth at an outdoor show. The firm is represented at every important public gathering of this kind. It has proved an effective means of promotion.



Newest addition to the company's facilities, this building houses offices and the large display and sample room shown on bottom floor.



The company executives are, left to right: A. Drane Watson, sales manager; James G. Dunlap, treasurer; T. H. Paris, president; and S. R. Dunlap, purchasing agent. C. L. Payne, secretary, was not present for the picture.

## Paris-Dunlap Expands

AS PART OF continuing program of expansion since its founding on December 1, 1945, Paris-Dunlap Hardware Co., wholesalers in Gainesville, Ga., in late 1958 moved into the newest addition to its facilities.

The modern, air-conditioned building which is adjacent to service building constructed earlier by the firm houses the company's offices, provides a magnificent display and sample room, and affords still additional warehouse space. Completion of the new facilities ups the company's available warehouse area to about 90,000 square feet.

As a friendly gesture to its dealer customers the firm held an open house celebration on Sunday, March 22 and Wednesday, March 25, an event which attracted more than 600 dealers, plus their store personnel. On hand also were many factory representatives. Visiting dealers were conducted on a tour of the facilities and were the company's guests at a buffet luncheon.

To add to dealer interest more than 75 door prizes were awarded topped by the award of a vacation trip to Miami.

Upon leaving dealers were given a list of merchandise on which special prices were available for a prescribed period of time.

Sales counter, right, fronts modern office area.





More than 600 dealers registered for the company's "Dealer Appreciation," an event which celebrated the opening of the new building. This is registration desk.



Inspection of merchandise in the company's impressive sample room was included as a part of tours through the new building. Displays of seasonal merchandise attracted dealer attention.



Peg board is used to achieve these attractive wall displays in the display room.



# Lawn Mower Rental Service

**is this store's leading asset  
in building traffic and sales volume**



**Year-around display in center of store is boon to mower sales.**

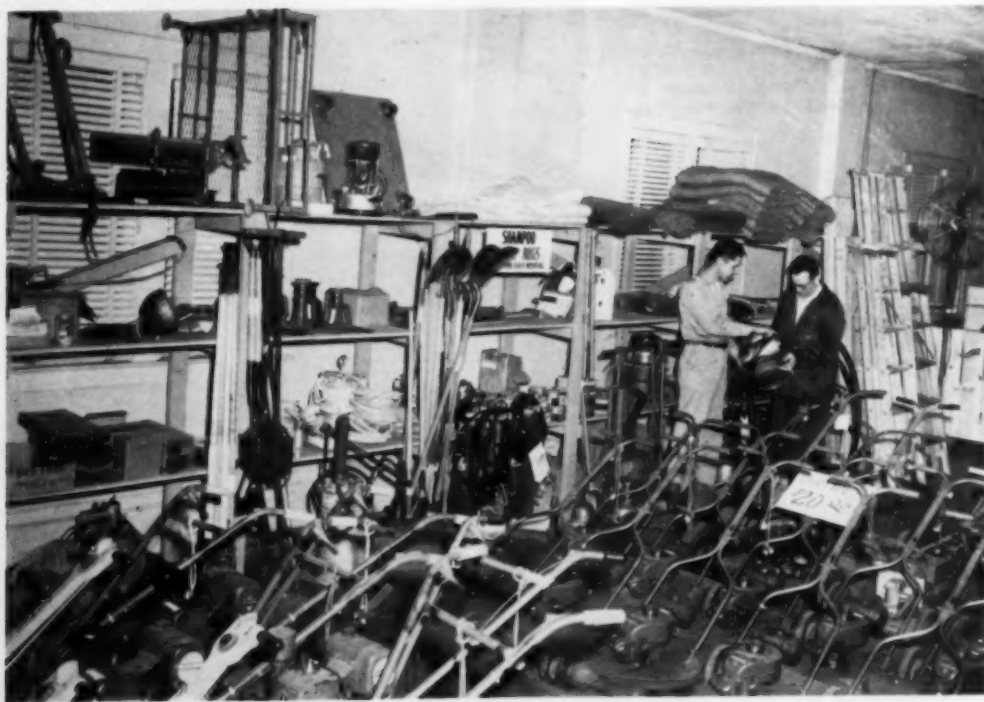
**H**OW IMPORTANT a lawn mower rental service can be to a hardware dealer is demonstrated by the benefits achieved from this service at Webster's Hardware, Kansas City, Missouri.

With more than 200 items in the rental department, including 20 power lawn mowers, Charles Webster, owner, regards this service as the store's outstanding traffic-building and volume-getting asset. From the standpoint of traffic generated, the lawn mower rental service ranks highest during the season. Lawn mower rental customers also have proved most re-

ceptive to the idea of selecting other merchandise, especially lawn and garden items, from store displays.

"When I opened up two years ago with a \$7,000 investment in rental equipment," Webster recalls, "I had a deep conviction that power mowers were my best rental bets and records certainly bear me out.

"We get a \$1 hourly fee for mowers and average about 150 rental hours per season from each mower. The average mower stays out on rental only about one and one-quarter hour. The heavy traf-



**Rental items, totaling 200, are displayed prominently in a series of open racks, on the main floor.**

## By Grier Lowry

fic which this rental item pulls is given top exposure to our 20 x 28 foot lawn and garden shop which is stocked with full lines of fertilizer; garden, grass, and vegetable seed; chemicals and insecticides; and steel goods.

"Our records disclose that regular users of our mower rental plan buy an average of \$15 worth of merchandise from our garden shop during the growing season," Webster revealed. "We sold six tons of fertilizer last year to customers who patronized our lawn mower rental department."

The mower rental plan also has given heavy impetus to sales of new mowers, according to Webster, and he expects to sell a minimum of 125 new mowers during this season. On both rentals and sales, the firm has benefitted from using its own line of mowers, the "Turf-master," with the parts and en-



Essential in the successful operation of a mower rental service is the careful checking of each mower when it is returned, the instructing of customers in the use and care of the machine, and the prominent positioning of lawn and garden supplies so that they quickly attract the rental trade.

gines bought in large quantities and assembled by the service crew. With this method, the firm is able to offer the mower at a sharply competitive price, in a selection of seven models ranging from 19-inch to 21-inch in size. A 19-inch mower is priced under \$50 and a 22-inch, 3-horsepower mower is priced at \$59.95. Customers who become familiar with the virtues of this mower through the rental service comprise a steady source of sales.

(Continued on page 76)



## CONVENTION IN AUSTIN

# Texas Wholesalers Live It Up

### The Official Family



Association officers, left to right, front row: Past President, A. J. Murray, Momsen Dunnegan Ryan Co.; J. J. Caraway, Peden Iron & Steel Co., second vice-president; George H. Norsworthy, The Schoellkopf Co., president; J. W. Barnes, Waco Hardware, second vice-president; Back row: Howard Weddington, secretary; executive committeemen, Alvin Lane, Huey & Philp Co.; Jerry Ratcliff, Amarillo Hardware Co.; George Black, Boco Chica Hardware Co.; and Leroy Scheurer, Wichita Hardware Co.

### Booster Club Officers



Left to right, Retiring President Hubert Groves; Second vice-president, C. A. Goldstrohm, Frank H. Jordan, Jr., president; W. B. Hoofstittler, first vice-president, and Howard Weddington, secretary.

**By Bob King**  
Southwestern Editor

THE TEXAS Wholesale Hardware Association met for their sixty-third annual convention in the state's capitol city, June 11-13, with the Texas Hardware Boosters Club joining them in the social festivities and in several business sessions as they have for the past quarter century.

First day of the convention was reserved for registration and the renewal of friendships and acquaintances at the headquarters hotel, the Stephen F. Austin. Between five and six hundred wholesalers, boosters, their wives and visitors attended the three day meeting.

The Boosters held their business session the second day of the convention following a 7:30 A.M. breakfast to honor past presidents of the organization. Retiring President Hubert Groves called the business session to order, asked for reports from his committee chairman, then the members quickly got down to the business of electing new officers and members of the executive committee for the 1959-60 season.

Elected president was Frank H. Jordan, Dallas. First vice-president is William B. Hoofstittler, also of Dallas, and second vice-president, C. A. Goldstrohm of Houston. (Continued on page 88)



Shown here is part of the festive crowd which gathered beside the pool at the Austin Country Club for the reception which preceded the banquet and dance on Saturday evening.



Hillbilly, Mexican caballero, and cow poke join forces. This group includes from left, the R. J. McClures, the Earle Hollands, and the Jack Morrisons. Frontier party was one of the highspots of the convention.



The Yale and Towne's get together with friends. At far end of the table are Glenn and Mrs. Moon. Al Vos is the gent in the long white jacket—evening variety, and the smile belongs to Mrs. Al Vos.





Guns brought in to trade gave Burgess the "collector's fever."



Native weapons are located near interesting display of minerals.

Store has a wide rural trade, as evidenced by displays here.



***His best promotion--***

## A Store Museum

**M.** D. BURGESS, successful hardware dealer of Tulsa, Oklahoma, has boosted sales, increased store traffic, and solved his advertising problems all with one unusual merchandising device — a store museum. He believes his museum is good business, good public relations, and, in addition,

**By Shannon Wheeler**

it's fun. A visit to Burgess' museum with its mementos of the pioneers and Indians brings forth visions of the winning of the West. In a specially lighted room for the museum, Burgess also displays a

large mineral collection, old coins, and oriental artifacts.

Burgess became a collector and thus operator of a museum by accident, not design. "It started with guns," he said. When he entered the hardware business 15 years ago "people brought in guns and want-

*(Continued on page 76)*

Burgess' collection has a strong flavor of the Old West. A recent addition to the museum is an 1870 model prairie schooner to which Burgess points here. It is complete with pioneers, their household equipment, etc. In the background is currency of various countries — another item of special interest.



# **YOU CAN'T AFFORD TO MISS . . . .**

## **Our Combined, Wholesale Hardware Exhibit**

Yes! It's an event you simply can't afford to miss! Here are the new profit making items and specials on selected standard lines that you will want for your Fall and Winter Inventory.

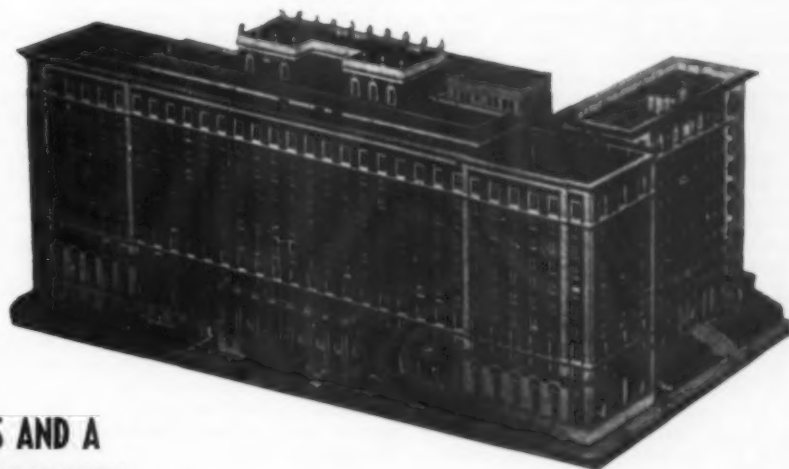
Hardware, Tools, Paints, Gifts, Housewares, Sporting Goods, Garden Supplies, Cutlery, Appliances, Toys and other lines will be shown and demonstrated for money making sales!

**Price Specials In Numerous Lines That Will More Than Pay Your Expenses . . . Future Profits For You!**

**Over 100 Of Your Best Lines Will Be On Exhibit With Factory Men & Representatives To Help With Your Questions!**

Atlanta  
Biltmore  
Hotel

Atlanta, Ga.  
August  
2nd-5th  
1959



**VALUABLE DOOR PRIZES AND A  
GRAND PRIZE . . . STATION WAGON**

**KING HARDWARE COMPANY  
SHARP-HORSEY HARDWARE CO.  
DINKINS-DAVIDSON HARDWARE CO.**

# CATALOGS & BULLETINS

**Available free to readers. Write in the numbers of items wanted on the return post card, page 55**

**100 Moisture Absorbent.** A technical bulletin, Form H-I-D, descriptive of Hum-I-Dri moisture absorbent advises that Hum-I-Dri is suitable for many industrial uses, particularly in storage rooms and tool rooms. Recommended for applications in industries where steam and moisture are continuously present. It also permits employment of basement space that is otherwise too damp for efficient operations. Speco, Inc., 7308 Associate Ave., Cleveland 9, Ohio.

**101 Feastmaster Barbecues.** A two-color brochure describing the complete line of Feastmaster barbecues and an 8½" x 11" catalog with construction and installation details are available to dealers. Superior Fireplace Co., 601 North Point Rd., Baltimore 6, Md.

**102 Lawn and Weed Mowers.** An 8-page color catalog with descriptions and pictures of its line of 14 models of rotary lawn, weed, and riding mowers in sizes from 20" to 36" plus the care of 4-cycle gasoline engines is offered. Schissel Manufacturing Co., Cherokee, Iowa.

**103 Woodworkers' Vises.** Bulletin LL-6216 describes the company's line of woodworkers' vises. Contents include specifications and illustrations of 18 individual vises. The Columbian Vise & Manufacturing Co., Cleveland 4, Ohio.

**104 Industrial Hardware and Wire Rope Fittings.** Catalog #59 presents the Diamond Brand line of industrial hardware and wire rope fittings. The color catalog is indexed and contains specifications and illustrations of the items. Edward W. Daniel Co., 4049 St. Clair Ave., Cleveland 3, Ohio.

**105 Sportswear.** Containing 38 pages and illustrations, catalog describes the hundreds of Duxbak sportswear items for men and women. Also describes line of hunting and fishing accessories. Catalog is indexed and contains order form.

Utica Duxbak Corp., Utica 4, N. Y.

**106 Gun Equipment.** The "Products for Shooters" catalog aids in the merchandising of metallic sights, scopes, shotgun chokes, and reloading equipment. Contains quick-reference chart on metallic sights combinations; also tables showing steps followed in reloading operations. Lyman Gun Sight Corp., Middlefield, Conn.

**107 Plastic Pipe.** Descriptive sales brochures on different types of plastic pipe are available for dealer's sales people, as well as customer prospects. A four-page brochure contains data on plastic piping for a wide variety of water transmission needs. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

**108 Drapery Hardware.** Catalog No. 107 consists of 52 pages, in four colors, illustrates all the facts and gives complete product description. Stanley-Judd, Dept. P D, Wallingford, Conn.

**109 Fly Lines.** A pocket-size folder includes specification charts showing line diameters and length detail for all standard types of level and tapered fly lines. Primarily for enclosure in each of its individual fly line boxes, reasonable quantities available for in-store use. Sunset Fishing Lines, Petaluma, Calif.

**110 Striking Tools.** Catalog A-5960, 8½" x 11", punched to fit binder, pictures and describes the full line of Kelly axes and adzes, hammers and hatchets, and heavy goods. Information included on basic stock hammer program "5 Is All You Need." True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**111 Store Fixtures.** Drawings and photos of gondolas, wall sections, and fixture accessories with specifications and prices appear in a colorful 17" x 22" brochure printed both sides. M and D Store Fixtures, Inc., 6 North Michigan Ave., Chicago 3, Ill.

**112 Fiber Roof Coating.** A folder entitled "The Easy and Low Cost Way to Repair and Renew Roofs" covers the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products, P. O. Box 5776, Tampa, Fla.

**113 Sprayers and Dusters.** Catalog No. 59, in color, presents the company's line of sprayers and dusters for the home, farm, and industry. Complete descriptions, specifications, and illustrations are carried, as well as actual photographs of the items in use. Space is devoted also to the Chapin line of accessories. R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y.

**114 Masonry Anchors.** Two aluminum masonry anchors, the Diamond Hammer Drive and the Fur-N-Strip, are described in the two-page, two-color bulletin #4058, which provides six photographs and two cut-away line drawings. A detailed specification chart is included in the bulletin. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

**115 Fishing Tackle.** Published in color in size 8½ x 11, the 1959 catalog illustrates and describes the complete line of Airex fishing tackle. In addition to the catalog, the company also offers 11" x 11" catalog sheets with wide margins. Airex Corp., 411 Fourth Ave., New York 16, N. Y.

**116 Fishing Equipment.** Weber's 1959 74-page color catalog No. 59 contains dozens of additional fishing tackle items. Catalog pages show the Name Lure and the Big Name Lure, a wide selection of spinning lures and poppers, and a complete series of Ball-Fly Jigs. A 14" x 24" full-color poster on Weber Nylon Spinning Line also is listed in the catalog. Free Moviegram fly casting instructions are offered to the trade. Weber Tackle Co., Stevens Point, Wis.

**117 Masonry Line.** A two-color (Continued on page 57)



# ACCO SWING KITS ARE PACKED FOR PROFIT!



Attractive, Transparent  
Bag Contains Chain  
and Fittings for Making  
a Safe, Strong Swing!



Kids love swings, and so do parents—when they're safe and strong! Now, with Acco Swing Kits, you can sell a swing that's sure to appeal to everyone—kids, parents, and especially you, Mister Dealer! The Acco Swing Kit contains chain and fittings for assembling a sturdy new swing or repairing an old one. No need to stock separate swing components any more—because they're all right here in one complete package. Put up in a colorful, transparent polyethylene bag, Acco Swing Kits are always "on display" on a counter or on a wall rack. Join the swing to Acco Swing Kits—a sparkling new fun item that's packed with profit for you!

*Here's what the New Acco Swing Kit contains:*

- two pieces No. 1/0 Double Loop (Tenso) Chain, each 10 ft. long.
- four pieces 1/4" (No. 526) Steel "S" Hooks.
- two rust-proof Nylon bearing links.

All chain and fittings are bright zinc plated. Packed five bags to a carton, five cartons to a shipping case.

**"Specify American when you order these items from your distributor"**



## SASH CHAIN

For double hung windows and many other uses where flat chain is needed. Runs smoothly over pulleys. In cold rolled steel or solid bronze.



## SAFETY PLUMBERS' CHAIN

A light flat chain in brass or steel. Four sizes—2/0 to 2. In 50-ft. (cartons) or 500-ft. (reels).



## JACK CHAIN

A light weldless chain with wide use where strength is not a factor. In brass or steel. 50 ft. cartons or 500 ft. reels.



## TENSO CHAIN

Light, yet strong. In bright, bright zinc and hot galvanized finish. 100 ft. in carton—250, 500 or 1000 ft. on reel. No. 7 to 10/0 sizes.



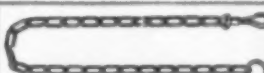
## ELWEL MACHINE CHAIN

Twist link electrical welded chain. Also in straight link. Bright, bright zinc and hot galvanized finish. No. 5 to 7/0 sizes. 50 and 100 ft. cartons.



## PROOF COIL

For a host of regular uses except lifting. Open hearth basic steel—self colored. Hot galvanized finish.



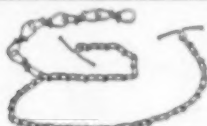
## HANDY CHAIN

As its name implies, a chain of countless uses. Elwel Handy chain is 66-in. long—has snap on one end, ring on the other.



## DOG CHAIN

ACCO makes a variety of dog chain both in welded and weldless styles. Ask your distributor for information.



## TENSO COW TIES

In a varied range of styles and sizes. Bright finish.



## TENSO PORCH CHAINS

Set consists of two Y-type chains, two ceiling hooks. 2/0 leader with 1/0 branches.



## COLD SHUTS

For joining large sizes of chain. Use one size heavier than chain size. 3/16 to 1 1/4 in.



## COTTER PINS

Made from cold drawn half-round steel wire. One end extended for easy spreading. Wide selection of sizes.

## ORDER FROM YOUR DISTRIBUTOR

Contact your American Chain distributor for complete information about these items or write our York, Pa., office for free Catalogs DH-176B and DH-140.

# AMERICAN CHAIN ACCO

American Chain Division • American Chain & Cable Company, Inc.

Bridgeport, Conn. • Factories: \*York and \*Braddock, Pa.

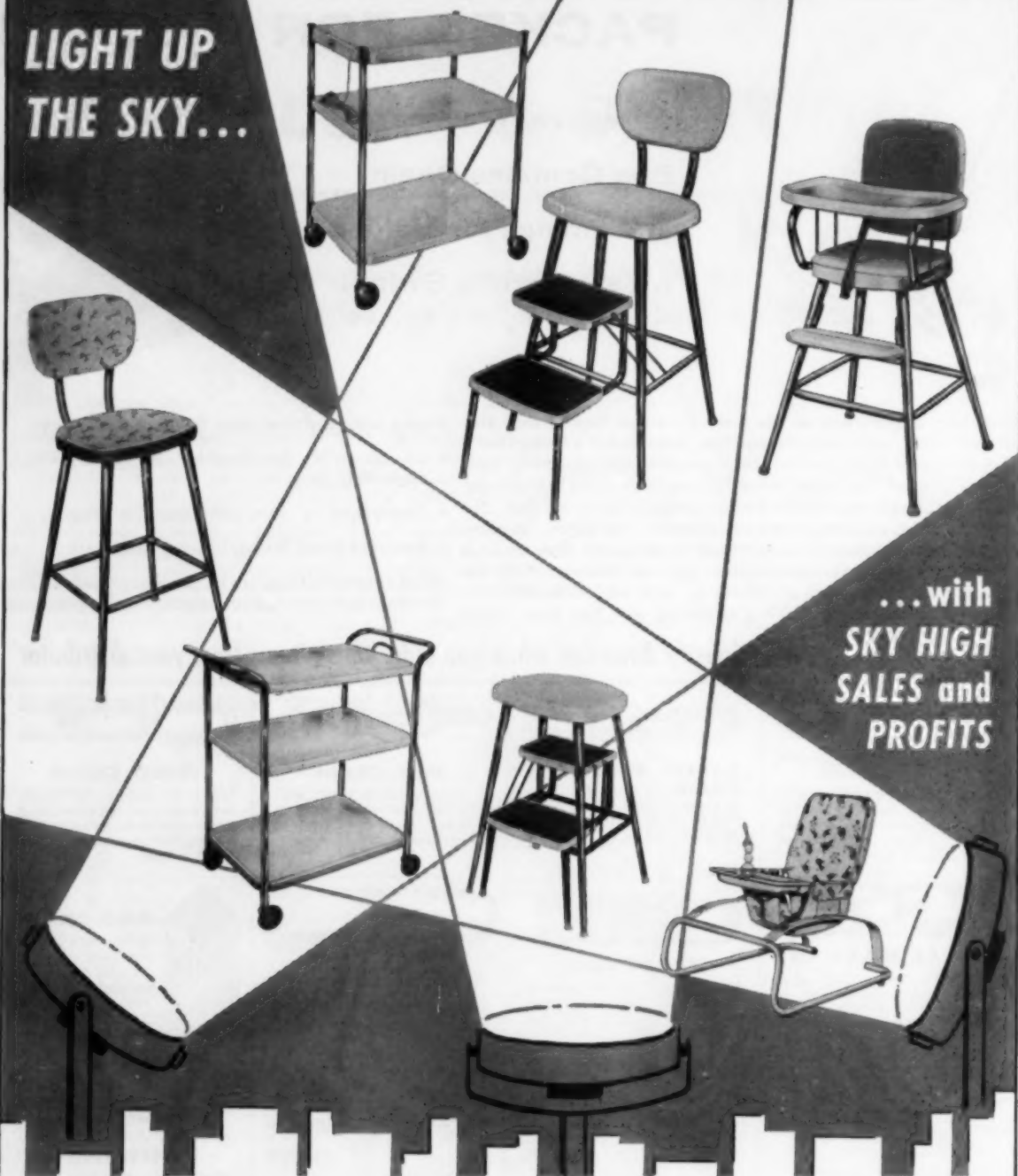
Sales Offices: \*Atlanta, Boston, \*Chicago, \*Denver, Detroit, \*Houston

\*Los Angeles, New York, Philadelphia, Pittsburgh, \*Portland, Ore., \*San Francisco

\*Indicates Warehouse Stocks



**LIGHT UP  
THE SKY...**



**...with  
SKY HIGH  
SALES and  
PROFITS**

Sales and profits are zooming up . . . up . . . up with Ames Maid metal furniture. Quality and price combine to give Ames Maid that sky high sales

curve. So for profits that pay, sales that sing — stock Ames Maid, talk Ames Maid and you'll be on the line that points only one way. Up!

**Permanent Showrooms**

Chicago 14-104  
Los Angeles 470

**O. AMES CO.**

FAKESSEURD  
WEST VIRGINIA

Ames also manufactures the famous line of Ames Aire casual furniture and Ames garden tools and shovels . . . . .



# INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature and more details on any products or sales aids mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

**Southern Hardware pays the postage!**

JULY, 1959

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name \_\_\_\_\_ Position \_\_\_\_\_

My Company's Name \_\_\_\_\_

Address (number and street) \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

JULY, 1959

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
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Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name \_\_\_\_\_ Position \_\_\_\_\_

My Company's Name \_\_\_\_\_

Address (number and street) \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**These cards  
can help  
you get  
valuable  
information**



Postage  
Will be Paid  
by  
Addressee

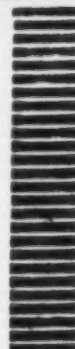
No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Hardware**

806 PEACHTREE ST., N. E.  
ATLANTA 8, GEORGIA



Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Hardware**

806 PEACHTREE ST., N. E.  
ATLANTA 8, GEORGIA





catalog that describes and illustrates a full line of masonry and hollow wall fasteners, pole line hardware and masonry drills is available. Specifications, packaging information, and dealer prices for each item are included in the 40-page, pocket-size booklet. Diamond Expansion Bolt Co., Garwood, N. J.

**118 Fishing Tackle.** South Bend presents its colorful line of fishing tackle in a 1959 catalog. A total of six SpinCast Reels are offered which include two Level-Wind Models, Nos. 89 and 78. The line has 28 models of SpinCast Rods with a wide choice of actions in both tubular and solid glass and featuring the Master-Grip Handle. The catalog includes an array of accessories. South Bend Tackle Co., Inc., 1108 S. High St., South Bend 23, Ind.

**119 Excello Mowers.** Catalog pages featuring the 1959 Excello line of power mowers are available. The pages are in color and contain detailed specifications and illustrations. Heineke & Co., Springfield, Ill.

**120 Store Fixtures.** The Challenger line of steel and wood store fixtures is illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. When requested, M & D's professional store planning service is available in all areas, without charge. M & D Store Fixtures, Inc., Chicago 3, Ill.

**121 Garden Chemicals.** "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena, Calif.

**122 Decorative Hardware.** Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

**123 Primer and Sealer.** "Improve Every Painting Operation with X-I-M Flash Bond" is an instructive folder offered by the company. It lists surfaces on which the all-purpose primer and sealer is effective and methods of application to prevent peeling, blistering, flaking of paint. H. Forsberg Co., 5103 Lakeside Ave., Cleveland 14, Ohio.

**124 Outdoor Products.** "Outdoor fun begins with Coleman" is the title of a 24-page illustrated 1959 product catalog. The catalog describes the full line of Coleman gasoline, kerosene

## HELPFUL BOOKLETS FREE!

(Use reply card on page 55)

and LP- gas lanterns, folding camp stoves, picnic stoves, and utility heaters; portable food and beverage coolers; camp and picnic tables and stools; folding ovens and accessories. A four-page color section presents the manufacturer's line of Snowlite picnic jugs. The Coleman Co., Inc., Wichita 1, Kan.

**125 Jet Pumps.** A simplified catalog of Rapidayton jet pumps is available. It features three "key" series of completely packaged water systems. A selection chart makes it easy to recommend the proper pump for any well, 0 to 140 feet. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

**126 Hand Tool Selection Chart.** An illustrated customer-service chart is offered which shows how to select hand tools for garden and lawn care. The chart describes and pictures the 50 most popular tools, grouped by "families." It is 25 inches high, 16 inches wide, and is printed in three colors on durable poster stock. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**127 Power Mowers.** A folder picturing and describing the company's entire line of power mowers is available. Clark Manufacturing Co., 3024 Melville Rd., Decatur, Ga.

**128 Project Book.** Twenty-five do-it-yourself wood - working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blueprinted thoroughly on a self-contained sheet. Rogers Isinglass & Glue Co., Gloucester, Mass.

**129 Galvanized Ware.** The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Wheeling Corrugating Co., Wheeling, W. Va.

**130 Fusible Links.** Folder F-184 illustrates and describes the complete R-W line of fusible links for fire doors, windows, and many other purposes. Richards - Wilcox Manufacturing Co., Aurora, Ill.

**131 Hardware Chain.** An illustrated folder describes the complete line of ACCO chains for a multitude of domestic and industrial requirements. The 16-page folder, DH-176-B, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

**132 Home and Agricultural Tools.** A 62-page catalog pictures and describes the firm's complete line of garden, lawn and farm tools. Information is included also on special offers and display stands. The "Tool-Up Time" merchandising program is outlined fully. Identified as No. S-5859, the catalog is 8½" x 11", punched to fit binder. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**133 Display Ideas.** A Rubbermaid display booklet illustrates and describes a variety of display methods for all size stores. Rubbermaid, Inc., Wooster, Ohio.

**134 Chains.** A catalog page-price list features Blue Temper packaged chain and the No. B/T 1 Merchandiser. Blue Temper individual packages and the merchandiser are illustrated on the 2-color sheet. Selling features are given and suggested resale and dealer costs figures supplied. The reverse side of the oversized sheet illustrates Measure-Mark chain in all four grades. Again resale and cost figures are supplied with specifications and uses for each grade. Campbell Chain Co., York, Pa.

**135 Chains and Chain Assemblies.** A 32-page illustrated catalog of all types of chains, welded and weldless chains, chain assemblies, chain specialties and wagon and truck hardware is now available. Also, dealers may secure an 8-inch high decal for inside or outside display stating, "We Sell Chain." Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo.

**136 Water Appliance Promotions.** An 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog tells how and when to use these items most effectively. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

**137 Marine Line.** A full-color catalog presents the complete line of Aqua-Float marine safety products. The catalog shows newest Aqua-Float packaging, Aqua-Float merchandising aids and display materials. A special order blank is available for obtaining these aids. Style-Crafters, Inc., Greenville, S. C.

**138 Vacuum Cleaner and Floor**  
(Continued on page 58)

**Polishers.** The Redi-Vac vacuum cleaner, the improved FP-33 floor conditioner, and the new FP-33A conditioner are described in a two-sided catalog page, #JS-53. Features of the Redi-Vac are shown in a series of line drawings. Specifications are given and a six-piece accessory kit is described. Red Devil Tools, Union, N. J.

**139 Sprayers and Dusters.** This catalog covers the company's complete line of hand, continuous, compressed air knap-sack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. D. B. Smith & Co., 428 Main St., Utica, N. Y.

**140 Power Tools.** The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Remington Arms Co., Inc., Bridgeport 2, Conn.

**141 Tools and Machines.** More than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Also described are the company's lines of floor and paint conditioning machines, including the FP-33 twin brush floor polisher and the number 30 paint conditioner. Photos of merchandising aids, and illustrated hints on the use of many of the tools are included. Red Devil Tools, Box 355, Union, N. J.

**142 Steel Sandpaper.** An all-steel sandpaper, Dragon-Skin, is described and illustrated in a two-color catalog sheet now available. Photographs and line drawings explain how Dragon-Skin sands, rasps and shapes woods, plastics and soft metals. Text material further describes Dragon-Skin's ability and offers display ideas. Red Devil Tools, Box 355, Union, N. J.

**143 Housewares.** A catalog of housewares products illustrates and lists each item of merchandise by order number, sizes, standard shipping carton, weight per carton, and retail price per item. Cover and interior contents are all in full color, while shorter versions of the catalog which describe Rubbermaid merchandise are offered for consumer distribution. Rubbermaid, Inc., Wooster, Ohio.

**144 Garden Supplies.** A two-page color brochure illustrates Swan Garden Hose and Sprinkle-Soakers. Also offered is a color catalog page on the all-plastic Grass Stop. Swan Rubber Co., Bucyrus, Ohio.

**145 Tool and Plastic Lines.** This catalog includes illustrations and detailed specifications on the company's

## HELPFUL BOOKLETS FREE!

(Use reply card on page 55)

tool and plastic lines. Catalog is designated the Mini-Cat No. 10. The Vichek Tool Co., Cleveland 4, Ohio.

**146 Lawn Mowers.** Catalog describes line of 20 models of lawn mowers, sizes of 18" to 24". Price list accompanies the catalog, and includes power and hand types, rotaries and reels, to sell as low as \$49.95 with full mark-up. Southland Mower Co., Inc., Selma, Ala.

**147 Fishing Tackle.** In addition to the regular line of Pflueger Fishing Tackle, this catalog contains information on items announced for 1959: the Mars enclosed spinning reel, the Superex automatic fly reel, and a host of rods, lures, and miscellaneous fishing tackle. The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio.

**148 Plastic Housewares.** A full-color brochure illustrates how to display, sell, and advertise plastic housewares to obtain greater turnover per year and how to increase the average sale 2½ times by selling matching sets. Gives valuable sales tips developed by hardware dealers throughout the country. The Plas-Tex Corp., 2525 Military Ave., Los Angeles 64, Calif.

**149 Sportsmen's Lights.** Fishermen's lanterns, searchlights, flasher lanterns, headlights, and various cap and hand lamps are illustrated and described in a small catalog of sporting goods items which lists both retail selling prices and the retailer's cost. Justrite Manufacturing Co., 2061 North Southport Ave., Chicago 14, Ill.

**150 Time Payment Plan.** A folder is available describing the complete Foley Futuramic line of power mowers and the free home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe its Mow Now—Pay Later time payment plan. Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn.

**151 Pre-Measured Chain.** A catalog page, in color, describes a color-coded plastic measuring lengthmark

to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by plastic color bands. Hodell Chain Co., Cleveland 3, Ohio.

**152 Storage and Display Equipment.** Folder 320-A describes the time-and space-saving advantages offered by Revolve Steel Storage and Display Equipment to both owners and customers. A section on drawer inserts, display counters, nail bin counters and other equipment designed to utilize floor space most effectively is included. The Frick-Gallagher Manufacturing Co., Wellston, Ohio.

**153 Gas Furnaces and Central Air Conditioning.** Illustrated descriptive catalog on horizontal, vertical, and counterflo furnaces and central air conditioning is available on request. Chattanooga Royal Co., Chattanooga 6, Tenn.

**154 Bats and Golf Clubs.** Nominal quantities of a full-color catalog which describes the company's line of baseball, softball, and Little League bats are offered to dealers. Also available is a two-page catalog showing the company's entire golf club line. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

**155 Hobby Tools.** A catalog is available which illustrates and describes the Grifhold line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 191 Lyndhurst St., Rochester 5, N.Y.

**156 Repair Handles.** A chart which determines the correct repair handle for a specific tool and the tools fitted by a specific handle is available. It covers more than 95 percent of dealer's ash repair handle requirements. The chart lists original handle and suggests alternates, and comprises both True Temper and Briar Edge grades. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**157 Store Displays.** Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

**158 Nails Data.** A pocket-size handbook containing information and specifications for Stormguard nails is available. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

**159 Measuring Tapes.** A catalog



## "Why we came back to Bethlehem nails..."

"Those cheap nails just don't hold up. When you want nails that drive straight and true, take it from us—you don't save a nickel when you use any other kind. We know Bethlehem nails are tough, and easy to drive."

In the long run Bethlehem nails are as economical as any on the market. Packaged in sturdy, clean-lined cartons, they're convenient to store and handle. They come in a complete range of sizes, styles and finishes: bright, blued, cement-coated, and galvanized.

You can also depend on Bethlehem to make prompt delivery on staples, farm fence, steel fence posts, barbed wire, baling wire, merchant wire, bolts and nuts. Our nearest office will give you prompt service.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

*Export Distributor: Bethlehem Steel Export Corporation*



# BETHLEHEM STEEL





describing and illustrating the firm's complete line of measuring tapes and related products, including Power-Tapes with controlled speed blade return, is available. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.

**160 Edged Tools.** Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use. Mann Edge Tool Co., Lewistown, Pa.

**161 Industrial Doors.** A 12-page Industrial Door Catalog No. A-410 features technical data and illustrations on the R-W line. Specification

## HELPFUL BOOKLETS FREE!

(Use reply card on page 55)

and installation data, application photographs, and a section on the automatic electric door operators are included in the catalog. Industrial

Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, Ill.

**162 Display Attachments.** A colorful catalog, 400A, featuring Vizuclicks, display attachments for perforated panels, is available. The catalog shows a complete selection of Vizuclicks for displaying all types of merchandise on either 1/4" or 1/8" panels. L. A. Darling Co., Bronson, Mich.

**163 Garden Hose.** Catalog sheets give full information in Biltrite vinyl and rubber Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.

**164 Industrial Knives.** A 52-page pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. Hyde Manufacturing Co., Department "H", Southbridge, Mass.

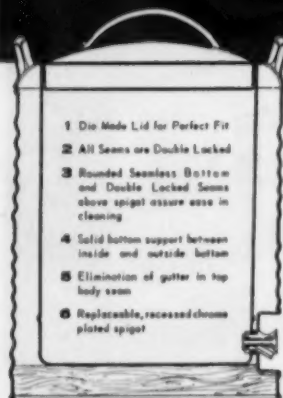
**165 Fishing Tackle.** An indexed catalog provides descriptive data on each item in the company's 1959 line of fishing tackle. True Temper Corp., American Tackle Division, 1623 Euclid Ave., Cleveland 15, Ohio.

**166 Padlocks.** Brass and Bronze Hardware. Available literature includes: 6-page gate-fold catalog showing complete line; 4-page catalog of carded and blister-packed padlocks, and catalog pages on various products. The Slaymaker Lock Co., Lancaster, Pa.

**167 Roofing, Plastic Pipe, Fasteners.** Literature available includes the following: Bolt and Nut Price Finder, form ADV-791 — an indexed price chart for quick reference; lists retail prices on the full line of fasteners; is printed in two colors and may be hung on the wall. Hex Head Cap Screw, form ADV-678—a 4-page folder describing the screws. ADV-788—envelope enclosure on Republic Blue Ridge Steel Roofing; ADV-919—envelope enclosure illustrating how to apply the roofing. ADV-953—4-page folder designed for mailing; describes Republic Ternes for roofing and weather-sealing. ADV-711 — Catalog sheet describing Semi-Rigid Kralastic Plastic Pipe with suggested applications. ADV-712 — catalog sheet describing FE Plastic Pipe for farm and home. ADV-784A—catalog sheet describing use of Republic Plastic Pipe with submersible pumps in both shallow and deep wells. ADV-710—6-page gate-fold folder giving complete details of installing a do-it-yourself lawn sprinkler system with Plastic Pipe. Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio.

**168 Drill Attachments.** Two cata-

# Keep cool with.....



### HORTON PORTABLE WATER COOLERS

pack a value as big as all outdoors. That's why demand is growing in every field — construction, oil, farming, trucking, sports, etc. Check these features: Strong, corrugated galvanized steel • Standard Dead Air or Heavy Duty Vermiculite Insulation • Purolining, non-toxic inner coating • Riveted, easy-grip handles • 1½ gal. to 25 gal. cap. • Available with stainless steel liner.

**HORTON...more cooler for the money!**

**HORTON**  
WATER COOLERS

See your hardware  
wholesaler or write:

**HORTON EQUIPMENT CO.**  
P. O. Box 2611 • Houston 1, Texas



# THE U.S. TREASURY SALUTES THE PEOPLE IN THE STEEL INDUSTRY



## —who buy Savings Bonds and strengthen America's Peace Power

Men and women who earn their living in the steel industry can take great pride in knowing that their crafts and skills contribute, through raw material supplies, to nearly every other great industry in the United States. They can also be proud of the help thousands upon thousands of them are giving to America's Peace Power through the purchase of U.S. Savings Bonds.

Through regular purchase of Shares in America, these thrift-conscious people are reinforcing their own security after retirement, and establishing current reserves for such worthwhile family projects as new homes, education and travel.

If your company has not put in a Payroll Savings Plan thus far, you can start immediately. Just telephone your State Savings Bonds Director and accept the help he wants to give you. Or write to Savings Bonds Division, U.S. Treasury Department, Washington, D.C.



**J. K. Thomson** is shown here at his work in one of the great steel mills of this country. Like thousands of his fellow craftsmen, Mr. Thomson is making regular use of his company Payroll Savings Plan to contribute to the Peace Power of his country.



## SOUTHERN HARDWARE



THE U.S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.



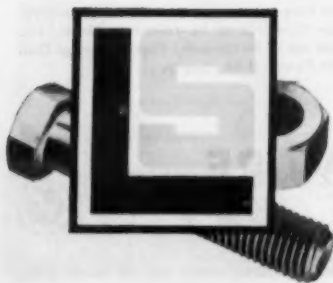
## Get the extra value of **VISIBILITY**

WITH these bold, bright, Lamson carton labels, you can fill orders faster—with fewer mistakes. Even in dimly lighted stockrooms, you can easily spot the *right* fastener on top-most shelves. Labels are printed in different colors, for easy product identification.

Inside the carton, as well as outside, you get the best from Lamson. You get

fasteners made to top quality standards in the industry's most modern plants. You get the benefits of one-source buying, from the Lamson complete line. "Bulk up" your orders to save handling and delivery costs.

Your Lamson Distributor is our working partner in bringing you the *easiest-to-handle, easiest-to-sell* line of fasteners in the industry.



### **LAMSON & SESSIONS**

5000 TIEDEMAN ROAD • CLEVELAND 9, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham

*builds things better for your customers  
... builds **MORE PROFIT** for you!*



# Atkins

## Guaranteed Saws

• Saw Tools • Files • Knives

Our  
SECOND CENTURY  
of Service to the  
Hardware Trade

ATKINS makes a man proud of his work and proud of his tools. It's the kind of satisfaction that leaps from friend to friend . . . bringing new customers to your store . . . building steady repeat business and fast turnover! Fast turnover at *full profit* because world-famous ATKINS quality is easy to sell, it *stays* sold . . . and it wins loyal customers for *all* hardware needs. Call your ATKINS Distributor today! He has complete stocks to fill your needs *promptly*.



**ATKINS SAW DIVISION, Borg-Warner Corporation**  
INDIANAPOLIS 9, INDIANA



**Branches:**  
LOS ANGELES • SAN FRANCISCO  
CHICAGO • CHATTANOOGA  
PHILADELPHIA • PORTLAND, ORE.

**Export:**  
BORG-WARNER INTERNATIONAL  
36 S. WABASH  
CHICAGO 3

logs are offered on the company's hardware line. One is for inclusion in wholesalers' catalogs. The other is an 8-page book that wholesalers can make available to all their dealer prospects. Items cataloged in both books are: Supreme Brand Chucks; six models of Supreme Screwdriver Attachments; the Supreme Versamatic; and the Supreme Versamate. Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill.

**169 Spring and Summer Sports.** The 1959 D&M Spring and Summer Catalog contains 38 pages merchandise along with appropriate illustrations and descriptive information.

Featured is the line of MacGregor golf equipment. The Draper-Maynard Co., Cincinnati 32, Ohio.

**245 Relief Valves and Wall Hydrants.** A 4-page bulletin, LL-5990, describing water system relief valves lists two models, Nos. 451 and 452, for pressure only protection in cold and hot water lines. For both temperature and pressure relief, it offers Nos. 453, 494, and 495. Bulletin LL-8841 describes the Mansfield line of frostproof wall hydrants. Mansfield Sanitary, Inc., Perrysville, Ohio.

**246 Floor Polisher.** A four-color catalog insert page describes and

illustrates the Houseboy model FP-33 floor polisher, the accessories available, and the 2-way display stand with 5-color zip-in panels that convert it to a display for either polisher sales or rentals. Red Devil Tools, Union, N. J.

**247 Packaged Fasteners.** The revised Package Stock Guide to Statesville Inventory, SPG-3, outlines the packaged items, sizes, and finishes regularly carried as standard in Statesville's 500,000 gross shelf stock of fasteners. Covers eight pages. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

**248 Pulley Assortments.** Two catalog pages are available on swivel eye and fast eye pulley assortments which illustrate and describe the pulleys in each display box. The red and white display box suggests the various usages for the pulleys, and shows the retail selling prices. North & Judd Manufacturing Co., New Britain, Conn.

**249 Plumbing Rack.** An illustrated catalog and price list is offered on the Plumb Shop Merchandiser a blue and red, all metal display rack that stocks and sells flexible copper tubes, valves, and fittings. Plumb Shop, 1341 Temple, Detroit 1, Mich.

## How Housewares Can Be Major Sales Maker

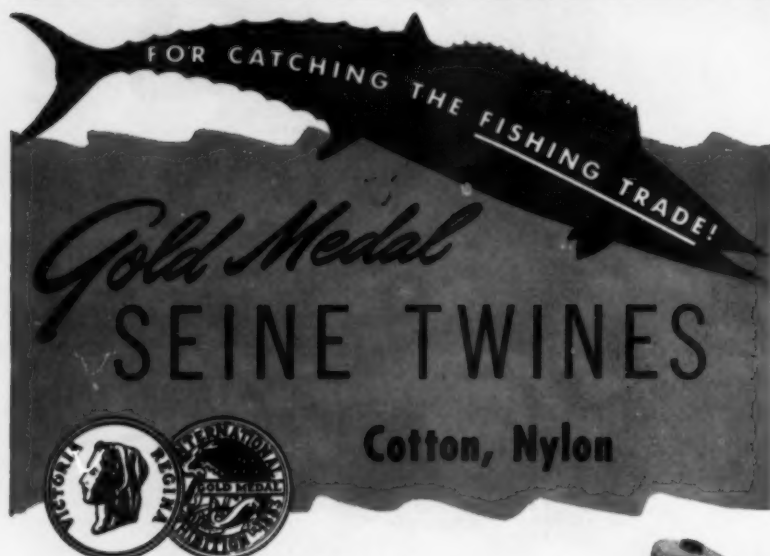
(Continued from page 34)

termine whether a sale is made or not.

This also is true, it has found, of skillets, teapots, and other kitchen utensils as well as kitchen clocks, now available in many sizes, shapes, and colors to blend with or complement the most modern kitchen decor.

Electric housewares, incidentally, are good year 'round sellers at General Hardware & Supply. While many appliance and hardware dealers consider electric housewares as having two brief seasons—Christmas and Mother's Day—Higginbotham has proved to his own satisfaction that such items can be sold steadily, month in and month out, provided they are properly displayed and promoted. However, December admittedly is his best month for these items because of their gift nature. A convenient time-pay plan is offered for the more expensive items.

The store maintains mass displays of electric housewares up front. In fact, most of its housewares tables are up front and many



### Gold Medal Cotton Seine Twine

The favorite of fishermen for generations...uniform, strong, easily worked.

### Gold Medal Continuous Filament Nylon Seine Twine

The finest Nylon seine twine...rotproof, long lasting...requires minimum care. Packaged in individual polyethylene bags.

### ...And Now Nyak Seine Twine

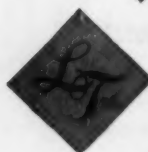
A synthetic twine of great strength and durability...offers the principal advantages of Nylon at a saving. Also packaged in polyethylene bags.

♦ ORDER FROM YOUR JOBBER

**THE LINEN THREAD CO., INC.**

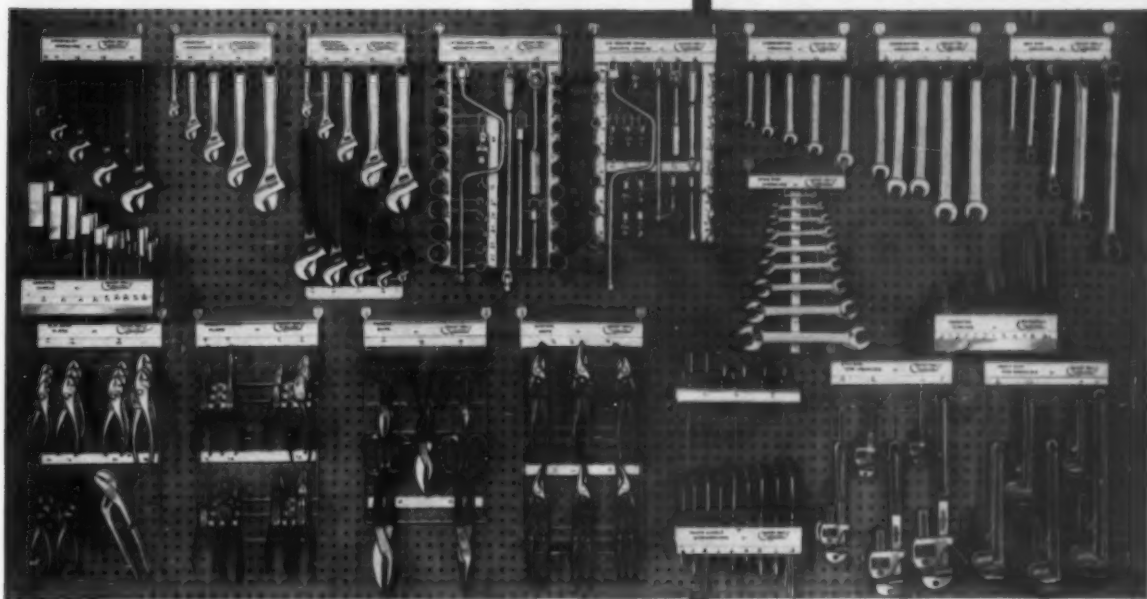
BLUE MOUNTAIN, ALABAMA

Makers of Quality Twine Since 1784





# THESE NEW PEGBOARD\* DISPLAYS SPELL CRESCENT TOOL SALES



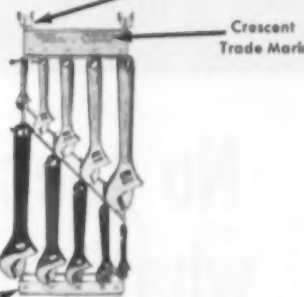
Designed for any standard Pegboard\* panel having quarter-inch holes, these colorful, eye-catching displays are so compact as to make possible a complete Crescent Tool department in a 25 square foot area. Rigid construction with long tool hooks provides generous stock capacity in small space.

Each of the 18 units illustrated above comes in its own individual carton; fixture and tools complete. Each unit is priced at the cost of tools alone...no charge whatsoever for the mounting fixture. Only fast turnover tools are included in these selections. Your jobber can give you complete information. See him soon.

\*Pegboard is a registered trademark of the Masonite Corp.



Patented Double Prong Fasteners support heavy weight without damage to Pegboard.\*



Retail prices printed on strips. We supply new ones for price changes.

Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by **CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK**

All right! WHY buy builder's hardware  
direct from *National of Sterling?*



## No guessing what's inside

...WITH NATIONAL'S PICTO-GRAPHIC  
CARTON LABELS

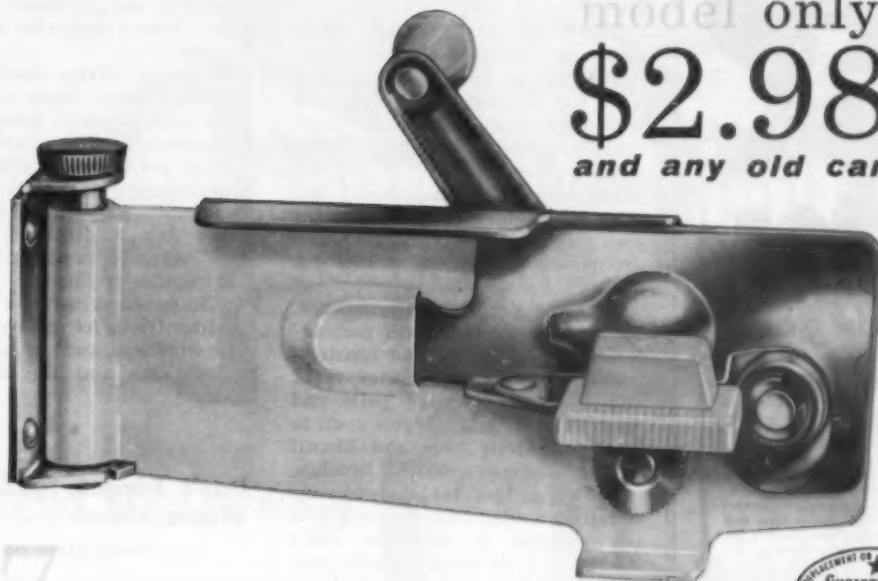
You don't have to open boxes to be sure of what's inside when you sell National of Sterling. Your clerks—and customers—know at a glance what's in stock. National's bright blue Picto-Graphic labels tell exactly what's inside—what item, what size, what finish. That's why so many dealers are joining the swing to National of Sterling. It's decimal packaged, too, for easier inventory control.

WRITE FOR FREE CATALOG TODAY

**NATIONAL MANUFACTURING CO.**

17907 First Ave., Sterling, Illinois





**\$3.98**

model only

**\$2.98**

and any old can opener



## annual SWING-A-WAY trade-in SALE!

Here's just the right prescription for pulling traffic during dull summer weeks ... the 7th annual SWING-A-WAY money-saving TRADE-IN promotion. YOU GIVE \$1.00 TRADE-IN ALLOWANCE for any old can opener toward the purchase of a regular \$3.98 Swing-A-Way Standard Magnetic Can Opener, and MAKE YOUR FULL SWING-A-WAY MARK-UP. Hundreds of dealers were disappointed last year. Better act now! Order the No. 321 TRADE-IN deal at your usual discount.



**A SELL-OUT THE PAST 6 YEARS  
ORDER YOUR TRADE-IN DEALS NOW!**

CAT. NO.	CONTAINS	RETAIL EACH	TOTAL RETAIL
321	3 — No. 607W White	\$2.98	\$17.88
	2 — No. 607Y Yellow	2.98	
	1 — No. 607R Red	2.98	

Packed  
in 3-color  
COUNTER  
DISPLAY

**3 #321 DEALS**

TO SHIPPING CARTON WEIGHT 27 LBS.

**SWING-A-WAY**

YOU CAN SELL MORE, MAKE MORE WITH

SWING-A-WAY MANUFACTURING COMPANY • 4100 BECK AVENUE • ST. LOUIS 16, MISSOURI

SOUTHERN HARDWARE for JULY, 1959

For more information use Handy Return Card, Page 55

67



REALISTIC?  
You'd swear they  
just flew in!

## Victor Decoys

have everything your  
customers want...

**QUALITY**... Victor Decoys have that quality look that tells your customers at a glance that here is the finest made. True-to-life design; the finest materials; expert craftsmanship and finish... all of these and more combine to make Victor Decoys the finest you can offer to your customers.

**NEW DESIGNS**... Victor Decoys now offer you a new, more true-to-life look. Decoys are wider across the back, sit lower in the water, giving a more lifelike appearance to high-flying game. Adjustable, all-position heads on many models and authentic, non-glass finish afford even greater realism.

**COMPLETE LINE**... When you sell the Victor Decoy line, you sell the most complete line in the world. Victor Decoys are available in molded fiber, plastic, and wood; in the widest range of species; and in a range of prices to suit the needs and pocketbook of every customer.

No. D-3  
Victor  
Magnum

Built of light, tough molded fiber, finished in natural colors. Glass eyes. Mallard has head and wings painted with iridescent paint for added realism and attraction. 9 species.

No. D-10  
Victor  
Majestic  
Standard

Life-size. Tenite plastic decoy; internally balanced. Water-proofed and finished in realistic colors. Adjustable, all-position head with molded eyes. Seven species.

No. D-3  
Victor  
Goose

Authentic, molded fiber goose decoy designed for field use. Two types of adjustable and interchangeable heads, upright and leader. Stroke included. Three species.

Your wholesaler has the full-color Victor decoy catalog. Write for it. Stock the complete line—order from your wholesaler.

**ANIMAL TRAP COMPANY OF AMERICA**  
1812, Pa. • Pascagoula, Miss.  
Niagara Falls, Canada

are easily visible from the street. An eye-catching display of housewares up front is the easiest way to pull a woman off the sidewalk and into your store, Higginbotham claims.

The store, 155 feet long and 40 feet wide, has 80 feet up front in display space. Rest of the space is used for warehouse. The store is well lighted and has large, modernistic windows. It offers off-the-street parking.

Higginbotham maintains one table for pottery items and it enjoys good patronage. He also groups on individual tables his oven glass ware dishes; china and table glass ware; aluminum ware; copper ware; mixers and percolators; skillets, fryers and roasters; rubber items such as dishes, mats, and drainers; garbage pails and wastebaskets; and gadgets such as knives, beaters, cake and biscuit tins, can openers, molds, brushes, etc. The gadget table is an unusually popular one. Women who see gadgets in someone else's kitchen and are determined to buy for themselves look first in General Hardware & Supply because they know the store in all probability has what they want.

Higginbotham has the names of more than 6,000 customers on his books. In the last 10 years his mailing list has jumped from 2,700 to more than 4,000.

About 90 percent of his advertising budget goes for direct mail. He has found this medium especially effective in the promotion of housewares. Higginbotham is a leading advocate of demonstrations by factory representatives and home economists. He takes every opportunity offered. Saturdays are his best days for demonstrations, and he advertises them well in advance. He has had as many as 600 customers in his store on a Saturday—and that's enough to keep four or five salesmen busy, as any dealer will agree!

Higginbotham considers housewares a major department, just like paint, tools, and sporting goods. While the store tries to maintain complete departments in all major categories, it doesn't try to specialize except in paint. Higginbotham believes his store has as much paint as can be found in any hardware store in Memphis.

Despite his success—he started in 1945 with a capital of about \$2,000 and now has assets around \$100,000—Higginbotham is modest. He knows success doesn't just happen these days. There's too much

competition for that.

"Sure, some store locations are better than others—and I think mine is an exceptionally good one. But merchandise still has to be displayed and promoted to achieve more than a moderate amount of success.

"I would advise dealers hoping for more than moderate success with housewares to stock full lines of modern, quality merchandise in several price ranges, display them prominently and not be afraid to try new promotion or display ideas. It's a display's 'different look' that's so important in creating impulse buying.

"Housewares can be a major department or a hardware sideline—just what you want to make it. The opportunity and the decision is yours."

## Don't Forget Those Staple Lines!

(Continued from page 36)

feel that we are succeeding in making a comfortable and friendly shopping atmosphere for our customers."

Displayed on the wall near the front of the store are over 50 business cards from local building contractors, plumbers, painters, and carpenters. These remind customers whom to call should they need one of these craftsmen. This has also served to build good will between customers, other businessmen, and the Voth Road store.

Summing up the factors responsible for the good record made by his store, Burkhalter emphasized the well-balanced stock which includes items needed daily around the home.

"There is really good potential volume in these everyday hardware needs," Burkhalter concluded, "and this volume is easy to win once the customer is shown that a store has what he needs and wants."

## Installation Service Ups Plumbing Supplies Sales

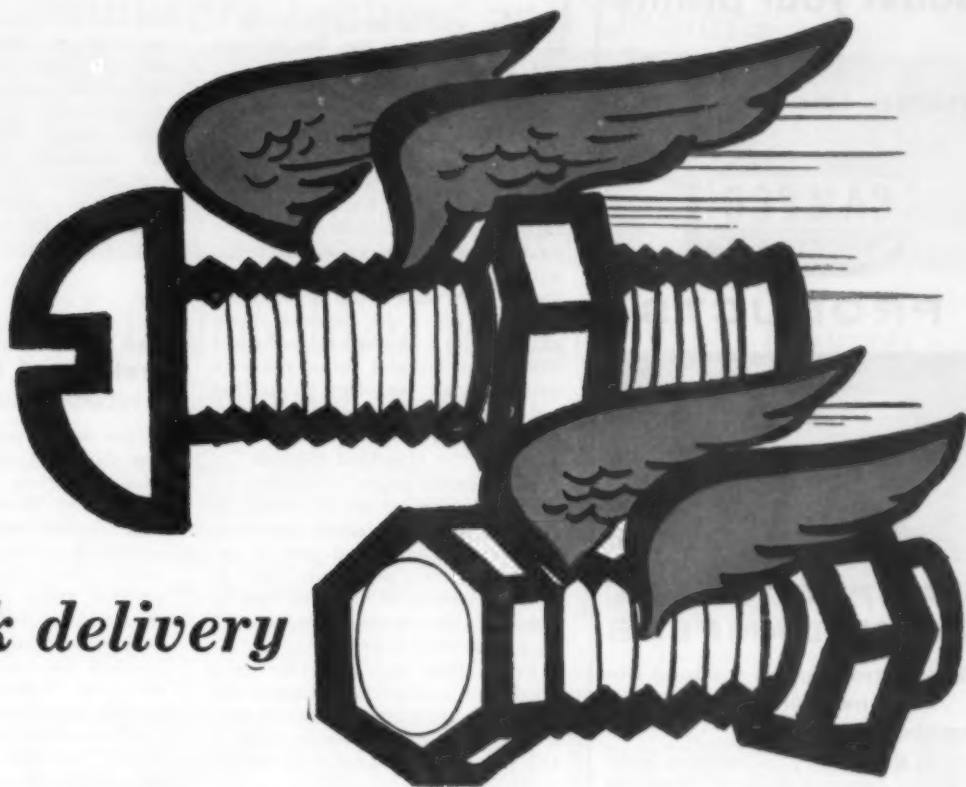
(Continued from page 37)

yourself working on a repair or home improvement.

A crew of three mechanics put 30,000 miles in one year on the truck which is equipped for installation projects. A ¾-ton truck with bins and racks for plumbing



*quick delivery*



### how to get fast service on your bolt needs

Just dial your Sheffield Distributor. You'll get quick delivery on bolt orders of any size — for any of thousands of standard and special bolts.

The Sheffield line is the **FULL LINE** of bolts. And Sheffield's bolt plant is one of the world's largest. It's located to give you fast, dependable service on quality-controlled, precision-made bolt products.

Successful selling tip: Make up assortments of most-used bolts in small sacks or bags, and watch your bolt business go booming. For other selling ideas, and the *right* inventory of bolts for your trade, get in touch with your Sheffield Distributor.

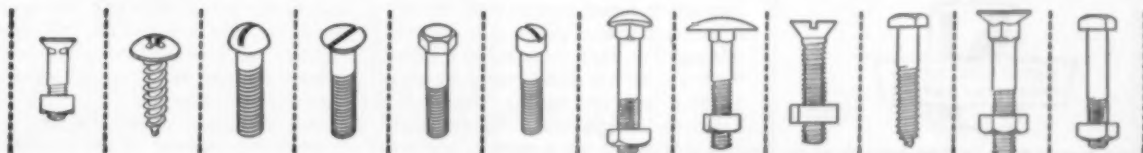
*Bolt Makers Since 1888*

## SHEFFIELD DIVISION



### ARMCO STEEL CORPORATION

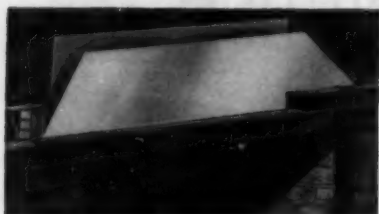
OTHER DIVISIONS AND SUBSIDIARIES: Armco Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation • Southwest Steel Products



**Boost your profits  
with  
these fast-selling**



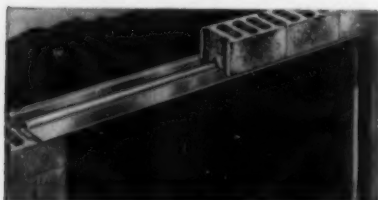
## PRODUCTS



### CAMPCO Painted Steel DOME DAMPERS

**Built extra rugged for long life  
... Designed for minimum  
smoke restriction!**

Made from heavy boiler-plate steel, Campeco Dampers eliminate possibility of breakage in shipping, handling or installation. Built-in expansion bars prevent damage to masonry from expansion or contraction. Available in 6 sizes.



### CAMPCO Painted Steel LINTELS

**Strong, durable—can't sag  
ever... insure crack-free  
walls over openings!**

In addition, Campeco Lintels are designed for maximum mortar bond and to prevent water from running back under wall into masonry. Full range of sizes in 6" increments eliminates cutting and fitting on job.

*Write for Details!*

**CAMPCO DIVISION**



2222 South Blvd. • Charlotte 3, N.C.

supplies and pipe represents a \$2700 investment for the vehicle and \$1000 in stock.

"Credit financing is a factor in building up plumbing supplies volume," Dawson stated. "The dealer that can get good financing arrangements or is in a position to handle financing himself will be called upon to do many remodeling jobs. We have an excellent setup with a local finance company planned to meet the customers' needs. With a 10 percent down payment on a kitchen or bathroom modernization and three years in which to pay, we offer terms that are satisfactory to a large economic group. Credit investigations are made in the standard manner."

Some credit paper is handled by Dawson's. An effort is made to obtain the largest down payment a customer can afford and to arrange deferred payments over as short a period of time as can be managed by the customer, usually no longer than a year.

Proof that the customer is a good risk is important. One of the store's good steady customers with a sound record for payment over the years has no trouble in adding to his account.

"When a payment is skipped, we inquire as to whether there is sufficient cause. We know on which accounts we can afford to be a little lenient," Dawson commented, adding further that he carried only a small percentage of the credit as the company lacked the time and personnel to go into more extensive paperwork and collections on three-year accounts.

Dawson's Hardware promotes hot water heaters, kitchen sinks, water systems and other appliances and equipment several times a year through newspaper advertising. In May water systems receive special emphasis through the use of a window display, floor display, and factory literature.

"As dealers in farm equipment as well as in hardware, we get good leads on prospects for water systems, kitchen and bathroom remodelings, and thus we are ever increasing our sales of plumbing supplies. We may go out on a call to repair farm equipment and hear a water complaint. Our bottled gas department may service a restaurant or hotel, and be told there's a leaking water pipe or a broken fitting. The fact that we've a shop with a crew on hand ready to give prompt service builds business," Dawson explained. "Sometimes the job starts as a repair. As we

pull out the pipes and get behind the sink, we find a bigger job is necessary. But the all-inclusiveness of our operation, as we reach into many homes, stores, businesses and farms, turns up many leads for plumbing supplies, fixtures, and pipe sales."

Dawson's Hardware buys its appliances by the carload. Appliances sell at list price.

## The Perplexing Problem of Imports

*(Continued from page 39)*

One dealer said he had received complaints that imported barb wire stretches after installation more than domestic brands. Another dealer said the handles in imported garden tools were so inferior, they drew frequent complaints from buyer-users. This caused the dealer to stop selling such tools except when a customer insisted on buying them because of their lower price. Another dealer said carpenters and contractors admitted that a few more of the imported nails were bent on the construction job, but were satisfied to continue using them—since it takes a lot of wasted nails to make up the \$3.50-per-keg saving by using imported nails instead of American brands.

None of the dealers held hope that the trend to sale of such imported durable goods would stop short of high tariffs or consumer boycotts for such items.

## How to Profit from Plastic Pipe

*(Continued from page 41)*

carries "nSf" meets the other requirements of commercial standards.

Your salesman or manufacturers' representative can tell you if his company handles plastic pipe which can be used for radiant heating installations, cold water installations, electrical conduit, well casing, and other uses which are constantly being explored.

The more you tell your regular customers about plastic pipe's many advantages—which also include its non-conductivity of electricity and its "no sweating" property—the more you can increase your sales.

At the same time, we in the manufacturing end of the business

## Hardware Jobbers and Dealers

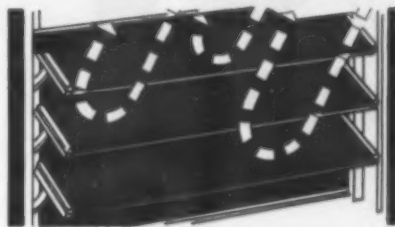
# JAL-A-SHADE<sup>®</sup> PANELS

will mean sales for you right now

## Wonderful New Idea In Summer Living

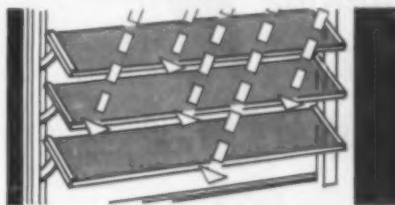
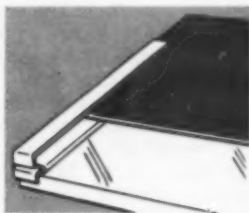
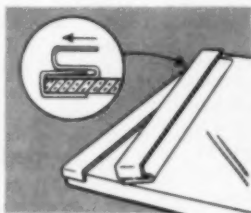
### HAS PROVED BOTH POPULAR AND PROFITABLE

As you know, more and more home owners are having jalousie windows and doors installed in their homes, both old and new. With the remarkably simple Jal-A-Shade Panels a home owner can cut out the harsh glare of the hot sun and leave the jalousies open. This fast moving item can lengthen your profits as well as develop interest in other hardware items. Return the coupon today for full information.



Sun's rays actually bounce off the enameled aluminum JAL-A-SHADE panels, while the same rays penetrate unprotected glass jalousies.

The patented aluminum clip slides into the jalousie clip and then the JAL-A-SHADE slides into position. Easily removed and stored.



### COMPLETE MERCHANDISING AIDS



#### Colorful Catalog

A colorful, four-page catalog which points out the permanent beauty, the advantages and the simplicity of Jal-A-Shade Panels is available.

#### Envelope Stuffer

For consumer mailings, a descriptive, colorful sheet is available with dealer imprint space.



NEWSPAPER AD MATS • WINDOW STREAMERS • SELF-CONTAINED CARTON DISPLAYS

REYNOLDS  
ALUMINUM  
SUPPLY CO.



Our 44th Year

**REYNOLDS ALUMINUM  
SUPPLY COMPANY**

P. O. Box 1367  
Atlanta 1, Georgia

#### Reynolds Aluminum Supply Company

P.O. Box 1367, Atlanta, Georgia Dept. SH7

Please send me more information about your Jal-A-Shade Panels and the promotional materials which you offer.

☐ Hardware Jobber

☐ Hardware Dealer

(If you are a dealer, please give name of your jobber.)

Firm \_\_\_\_\_

Name \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

**It's no secret!**

**Griffin**

**hack saw blades are tops**

**18T**

**STANDARD NO. F1018**

**FRONT**

- top quality
- top profit
- top cutting
- tops with consumers

**Each Blade**  
Clearly marked for tooth size and what it will cut

**Each Blade**  
Marked for front end

**Each Blade**  
Painted, looks good, rust resistant

**CUTS BOLTS, PIPE AND MEDIUM SECTIONS**

**Give the man a blade made to do a man's work.**

**Ask your jobber for Griffin Hack Saw Blades, Coping Saw Blades and Scroll Saw Blades.**

**Griffin**

**G. W. GRIFFIN COMPANY**  
Franklin, New Hampshire

**Sales Agents:**  
John H. Graham & Co. Inc.  
105 Duane St., New York 8, N. Y.

are constantly working to add to these advantages. Many improvements have already been made and many more improvements are in the offing. Already developed is a plastic pipe which will withstand temperatures up to 180°F. Research is being carried out on pipes which have a heat resistance as high as 500°F.

Developments like these will, of course, open up even more applications in the pipe field. This means more business for all.

### Separate Power Tool Division Pays Own Way

(Continued from page 43)

adjustments, and how to operate tools with greatest safety. What is equally important, these groups are informed about accessories on the market which they might not have realized were available. West has often helped set up machines at the schools.

Another of West's functions is acting as consultant to contractors, advising them as to which tools and discs should be used for particular jobs. Even state agencies have asked him for information. In some instances, he arranges to have manufacturers' representatives step in to straighten out particularly complicated problems.

For outside promotion, Southside Hardware depends heavily on exhibit space in home shows. The store is represented in every important public gathering of this kind, including model home shows, do-it-yourself exhibits, exhibits sponsored by the School of Industrial Arts, and automobile shows.

During these shows, at least five booths are engaged so that there is ample space to carry out from five to ten live demonstrations of power machinery operated by store personnel or factory representatives. The average show lasts five days, draws between 4,000 and 10,000 visitors, and realizes more than enough profit to pay for the expenses.

Advertising in the local newspaper is large and ample, always featuring illustrations to show details of a tool, its operation, and information on available accessories. At least one-fourth of a page of advertising is bought every other week on Sunday and Tuesday. These advertisements are always placed in the sports section, which attracts male readers. This space is increased for holiday and

seasonal promotion.

A television commercial over a local station has called public attention to the store. This commercial is usually shown on Sundays after a sporting event or between news programs. It features a power tool demonstration, and shows the complete store with a customer making a purchase. Spot commercials are also broadcast over a local radio station.

When a new product is introduced, direct mailings are utilized to bring this information to the attention of contractors, cabinet workers, hobbyists, and other prospective customers.

For instance, when a new style louver form was announced, a photograph of this woodworker's gig was enclosed with an explanatory letter and a personal invitation to see it in action at the store. Manufacturers' literature is also sent out with statements.

Telephone directory space has proved a worthwhile investment. Using several captions to call attention to the many phases of the hardware business, they also include identification of brand names carried in stock.

Perhaps advertising, like charity, begins at home; at any rate, advertising specialties are always distributed at the store. They include such items as pocket abrasives, ash trays, pencils, calendars, and thermometers.

One of the most potent contributors to good public relations for the store is its well-equipped service shop in the rear of the store. Open to visitors, it has an inventory of nearly 5,000 parts, and a staff of two factory-trained mechanics operating under the direction of Lewis Hoyt. Seeing the shop, customers come to realize that repair needs can be taken care of immediately without having to lose time sending a tool back to the manufacturer. Store policy is to assure warranty on all tools and repairs. Servicing orders are taken regardless of where purchase was made. Free delivery is provided within a radius of 10 miles.

Unlike so many other hardware stores, Southside does not offer rentals on power tools. This practice, according to Division Manager Roland, is too often abused, with borrowers forgetting to return merchandise and often returning the machinery in damaged condition. This policy has, however, encouraged outright sales, since that is the only way a person



# ANNOUNCING...

## new Remington

### "HI-SPEED" 22's

with  
"golden"  
bullets

Another Remington first . . . the new Remington "Hi-Speed" 22 rim fire cartridges with "golden" bullets! Check these sales features and order now! You'll be glad you did when your shooting and hunting customers ask for them.

- Exclusive bullet plating provides "golden" color and makes brighter, more appealing cartridge.
- Cleaner, harder bullet finish . . . will function better in all 22's.
- Redesigned hollow point bullet provides more uniform mushrooming.
- Available in short, long, long rifle.
- Special bullet plating gives protection from climatic extremes of heat or cold.
- New, distinctive packaging.
- Plus, flat trajectory, smashing power, and exclusive Remington "Kleanbore" priming.

Dealer display cards and window banners featuring new Remington "Hi-Speed" 22's are now available. Address requests for cards and banners to: Sales Promotion, (A&A), Remington Arms Company, Inc., Bridgeport 2, Conn.

"Kleanbore" is Reg. U.S. Pat. Off., "Hi-Speed" is a trademark of Remington Arms Company, Inc., Bridgeport 2, Conn.



LOOK FOR  
THE NEW  
PACKAGE

*Remington*



# Polly Flex® VEGETABLE BINS

now in

# 5 COLORS!

—with extra-profit  
**TOP TRAYS**

- PINK
- TURQUOISE
- COPPER
- YELLOW
- WHITE



*The Only Vegetable Bins With Capacity Equal to the Space They Occupy—and They Won't Tip, either!*

## Now! include **PINK** and **TURQUOISE** in Your Republic Order

Housewives from coast-to-coast are buying up Polly Flex Vegetable Bins and handy Top Trays. And now you can add *two more colors*, Pink and Turquoise to this profitable selection. Display and sell both sizes with Trays in sets of 3. No. 224 Bin

set with matching No. 224A Tray retails for \$8.76. 3 No. 223 Bins with matching No. 223A Tray retails for \$6.35. Remember—a full year of powerful national advertising has pre-sold Polly Flex Vegetable Bins to your customers. Order Now!

## Republic Has The Top Buys In Traffic-Building Polyethylene Housewares



**Supreme' Decorated Wastebaskets**  
The fast-selling rectangular baskets homemakers prefer. In 4 sizes; priced at \$1.29, \$1.98, \$2.49, \$3.98. In Pink, White, Red, Yellow, Turquoise, Black. Step up your wastebasket profits with these Polly Flex Decorated beauties!



**Coppertone Refuse Container**  
22-Gallon Coppertone container blends with yard surroundings. Eliminates backyard clutter. Finish won't chip or fade. Unbreakable handles and locking lugs. Takes abuse. Outstanding value at \$9.95.



**Polly Flex Clothesbaskets**  
Our Oval Clothesbasket at \$2.98 and Round at \$2.49 are the top clothesbasket buys you can offer customers. Both have Republic's famous close webbing, reinforced handles. In Yellow, Turquoise, Red, Pink.



**Polly Flex Dishpans**  
Republic made the first polyethylene dishpans—and still makes the best! In 3 sizes that fit all sinks, retailing for \$1.79, \$1.98, \$2.49. In Yellow, White, Turquoise, Pink, Red. Guaranteed to give every customer full value.

Polly Flex Housewares Are  
Nationally Advertised in—  
**McCALLS • SUNSET • FARM JOURNAL  
LADIES' HOME JOURNAL  
PROGRESSIVE FARMER**

© 1959

# Polly Flex®

Polyethylene Housewares

## Republic Molding Corporation

8465 Avondale Avenue

Chicago 31, Illinois



## FREE OFFER TO INTRODUCE NEW JON-E PRODUCT!

### DEER-COY

#### NEW HEAT ACTIVATED SCENT

Lures deer in close, hides human odors. Made to be used only with the famous Jon-e Warmers.

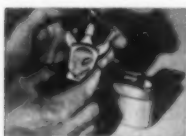
To introduce this sensational new product, 1 reg. 50c Deer-Coy Clip will be given FREE with each bottle of Deer-Coy! Offer is limited. Packed 1 doz. bottles with 1 doz. clips to a carton with attractive 4-color display card illustrated above. DEER-COY is made from NATURAL deer musk and animal glands. CLIP is made of aluminum and beautifully anodized in color.



Bottle, list . . . \$1.95



Clip, list . . . 50c



**HOW TO USE DEER-COY!** 1. Hang clip from heated Jon-e Warmer. (Fits both Giant and Standard size.) 2. Fill absorbent pad in clip with Deer-Coy solution. 3. Place in Jon-e carrying bag. Carry while stalking deer or place nearby when hunting from a stand.

CLIP and BOTTLE \$2.45  
VALUE ONLY  
**\$1.95**

### ORDER NOW!

Heavy national advertising will build terrific demand for DEER-COY from both bow and gun hunters. Order enough. Don't be "sold-out" during the deer seasons.

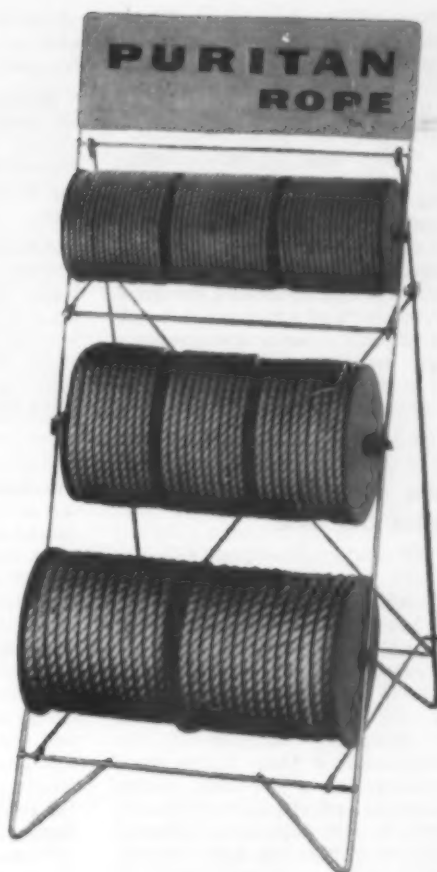
### CHECK JON-E STOCK

Remember hunters will need more of the famous, fast-selling Jon-e Warmers and Jon-e Fluid. Call your jobber today!

For details and catalog sheets write,



ALADDIN LABORATORIES, INC. • 620 So. 8th St., Minneapolis, Minn.



## FREE... MOST PROFITABLE ROPE TRICK YOU CAN USE!

**Plymouth SalesRak** . . . works just like magic. It's a complete rope department in minimum space. Yours free—display and dispenser rack when ordered with initial purchase of SalesRak 16-spool unit. Lets you reel off profits with the most popular hardware and boating ropes . . .  $\frac{3}{4}$ " ,  $\frac{7}{8}$ " and  $\frac{1}{2}$ " diameter ropes in lengths up to 300' . . .  $\frac{1}{2}$ " ropes up to 200'. For use with Ship Brand Manila, Sisal, Puritan, Goldline, Nylon, and Dacron ropes. Contact your jobber salesman or write direct to Plymouth.

**PLYMOUTH**  
CORDAGE COMPANY  
Plymouth, Massachusetts



needing such tools can obtain them.

The three sales personnel are all uniformed. Lettering on the back of the uniform blouse reads "Southside Hardware Company," and below that, in red, "Power Tool Division."

The showroom has been arranged so as to create a mass display of power tools, ready to be plugged in and demonstrated. There is a center line of pyramid fixtures, each of which has several sizes of drills, saws, and sanders. Larger tools are set against the wall in front of a pegboard display containing accessories and a sample

of the wood product turned out as well as a holder for explanatory literature.

At the rear of the showroom is an open display rack containing blades of every size in stock. Shown are about 70 blades ranging from 2½ to 20 inches in diameter.

Always working to develop still greater public interest in power tools, the store is planning to set up a model shop on the premises for instructing home-owners. A small fee will be charged, Roland said, but this will be credited toward the purchase of merchandise.

## Lawn Mower Rental Service

(Continued from page 47)

Essential to operating a profitable lawn mower rental service—or renting any other item—is effective service, Webster believes. It should be a store-operated feature, he emphasized, as farming out repair can consume all the profits realized from the service. The store has a full-time mower repairman and the owner himself pitches in and helps out in this department during the busy season.

"Keeping rental equipment in top operating condition is important in capitalizing on the benefits of rentals," Webster continued. "We start every year with a completely new set of mowers. Rental mowers used during the preceding year are moved out fast by overhauling them, marking them at \$20, and putting them on display.

"After each mower comes back from a rental job," he stresses, "it is checked, blades are sharpened, the motor is pulled off, looked over, etc. We average spending about 10 minutes on each mower that comes back. Not only does the plan of keeping rental equipment in good condition build good will by cutting down on customer complaints, but it helps the rental profit picture. By checking equipment carefully, by keeping mowers greased, etc., we eliminate more costly repairs.

"Before a mower goes out on rental," Webster explained, "we make certain the customer knows how to use it. We show him how to start it, how to use the choke and we always include a little lesson on safety.

"Because we rent, sell, and repair all kinds of power mowers,"

the dealer explained, "we're building a reputation as lawn mower shopping headquarters. We also keep an extensive inventory of mower parts and stock everything from kits for the people who want to build their own mowers to the smallest part."

Another popular rental item at Webster's is garden tillers which carry a \$1.50 per hour rental fee and are rented on a two-hour minimum. During two spring months, the four tillers maintained for rental use are out almost constantly, most of them for half-day periods, according to Webster. They are big favorites with people who plow gardens and with those who have smaller jobs such as plowing up lawns for re-seeding, etc. This is another piece of rental equipment which has exerted a strong traffic-building influence on increasing sales in the lawn and garden department, he stated.

From the standpoint of dollar-income, the eight trailers which the firm rents is in the runner-up spot next to lawn mowers. A 40 x 100 foot outdoor lot is used in maintaining rental trailers which are rented, according to size, for fees ranging from \$2 for three-hour periods up to \$7.50 per day.

The plumbing department has benefitted immeasurably from the tool rental service which brings in a steady stream of customers who are top potential buyers of such items as threaders, cutters, vises, wrenches, etc., as well as fittings and pipes. The store often sells up to \$15 worth of merchandise to customers who come in with the intention of renting a piece of equipment, Webster stated.

An open bin arrangement, measuring 7 x 8 feet, is utilized for the broad selection of fittings ranging from ¾ inch to 1¼ inch in size.

Arrayed on two 4 x 6 foot island displays are larger plumbing goods including valves, couplings, etc.

Webster takes the solid position that rental equipment should be merchandised with as much care and promotion as other store lines. Instead of hiding this department in the basement, at least 80 percent of the rental items are displayed on a series of open wooden racks which extend to a total length of 46 feet along one side of the store. With this open display set-up, where it has top exposure to store traffic, he states that customers can't overlook his rental department. The racks are carefully departmentized for fast service and easy customer inspection, with all wrenches kept together, all baby items (scales, buggies, portable bathtubs, etc.) together, all house cleaning equipment grouped, etc.

Webster has a keen understanding of the value of promotions in pushing his rental service. The department is featured at least twice a month in neighborhood newspapers with a typical advertisement listing three or four seasonal items with the rental fee given in the ad.

The store is open seven days a week and rental volume reaches its peak on Saturdays and Sundays. Evidencing the importance of the feature is the fact that the firm serves an average of 400 to 500 rental customers a month with, roughly, 80 percent of the business derived from home-owners. Approximately 40 percent of the store's total volume comes from rental business.

"But the big factor in starting out with a full-fledged rental service," Webster contends, "is the opportunity it offers to build up a good nucleus of customers rapidly, to get on a friendly basis with them and expose them to other merchandise they might need.

"Whether he's renting a mower, a trailer, a sander, saw, wallpaper steamer, or a cement mixer," he emphasized, "there's always an opportunity to sell the rental customer something he needs."

## His Best Promotion—A Store Museum

(Continued from page 50)

ed to trade," he related. He found himself with a few old guns that were collector's items. He was reluctant to part with the guns, the



collector bug had bitten.

But he didn't or couldn't, stop with guns, he began buying minerals, old coins, and other relics. "When people find you're interested in relics and minerals, the news gets around," Burgess said. "Collectors don't buy from other collectors," he explained, "they buy from people who get tired of old stuff around the house and want to get rid of it. Occasionally you get something rare. Much of it you don't want to keep."

#### Mineral Collection

In the mineral collection are samples of minerals of headline interest, such as, borax from Kern County, California, which is used in making new high energy fuels. There is a sample of uranium. There is bauxite, used in making aluminum, from Saline County, Arkansas. Precious or semi-precious stones, topaz, garnet, opal and turquoise, both in the rough and polished, are displayed. There is a star sapphire. Many specimens are from the United States but there are also specimens from South America, the Philippines, Japan, Sweden, Europe, and Madagascar.

Especially complete is the collection from the Tri-State area, Northeast Oklahoma, Southwest Missouri, and Southeast Kansas, which provides a large portion of the domestic zinc and lead production.

All minerals are cataloged as to name and place found.

Burgess' collection has a strong flavor of the Old West and the Old West is not so old in Oklahoma, which celebrated its 50th year of statehood in 1957. On the walls are several pairs of longhorns which once graced saloons back in the days when Oklahoma was a territory. Reminiscent of the many Indian tribes who settled in Oklahoma before statehood is the Indian clothing, drums, pipes, and beadwork.

A recent addition to the museum is an 1870 model prairie schooner, complete with pioneers, three-legged kettle and washboard, hound dogs, pots and pans. It is an authentic scale model, carved from wood.

Opening of Oklahoma territory to white settlement is recalled by a note with the skull and pelvis bones of a horse. Burgess obtained the bones from a friend and the note reads "Mr. Ike Club of Kaw City, Oklahoma, told me that these bones were from the horse that he

rode in the opening of the strip in 1893 and located the farm on which oil was found later which made him rich." Kaw City is near Osage tribal lands and the black gold that has flowed or been pumped from tribal property has paid the Osage Indians millions and millions of dollars.

It is with particular pride Burgess shows a number of Folsom points, small fluted stone weapons. It is now thought the Folsom peoples lived in North America some 15 - 25,000 years ago. Remains found are chiefly stone implements, some found near extinct animals, especially bison and mastodon.

The coin collection includes Greek and Egyptian coins used before the birth of Christ. Also shown are old Roman and Persian coins. A \$20 gold piece is an advertising man's dream. The coin was struck in 1855 in San Francisco. It seems in those days there was no U. S. mint on the West Coast and private concerns struck coins. This 1855 coin bears the name Kellogg & Co. A Lewis and Clark coin minted in 1905 has a head on both sides.

#### 20,000 Items

From the orient is a carving in ivory of elephants crossing a bridge. Here Burgess confided "the detailing of this carving is not very good. At home Mrs. Burgess has some ivory pieces with beautiful detailing."

Mrs. Burgess helps in the store. "When we first bought this business," Burgess stated, "Mrs. Burgess said, 'I can't learn about all this stock'—we carry over 20,000 items—but she's a good hand."

The number of visitors to the museum varies from day to day. Some days people drop in all day long to browse in the museum and maybe, buy in the store. Occasionally, a den of Scouts comes in to see the museum and evidently they are Burgess' favorite visitors. "They can sure ask some good questions," he stated admiringly.

For information on  
CATALOGS & BULLETINS  
See Page 54

Burgess considers the dealer lucky who finds a hobby which builds a bigger and better business.

## Executives Plan Marine Industry Association

A GROUP OF executives representing a number of manufacturers of marine life-saving equipment met at the Statler Hilton Hotel, Cleveland, Ohio, April 23, to discuss problems confronting the marine industry today.

#### In Attendance

In attendance were the following: F. R. Marlier, chairman of the board, Ned C. Herrold, vice-president, and Robert L. Marloff, advertising counsel, all of American Pad & Textile Co., Inc.; W. C. Lindeman, president, and George Muller, of Billy Boy Products, Inc.; Richard A. Kinzer, president, and S. E. Miller, Burlington Mills, Inc.; Burtis O. Cone, president, Crawford Manufacturing Co., Inc.; H. F. Leopold, president, and Larry Meyers, sales manager, Ero Manufacturing Co.; Russell L. Lawson, Hettrick Manufacturing Co.; C. M. Pace, The Peoples Co.; George Lake, vice-president, Plasti-Kraft Corp.; Clarke F. Hine, president, Red Head Brand Co.; R. L. Hegman, vice-president, and Louis Dennig, secretary-treasurer, Safeguard Corp.; M. H. O'Link, president, Stearns Manufacturing Co.; Gregory D. Shorey, Jr., president, Style Crafters, Inc.; and Neal Waggoner, sales promotion manager, The Howard Zink Co.

#### Needed

As a result of the many problems involved, and because the marine industry is so large, it was agreed that an industry association should be formed to encourage cooperation among manufacturers to improve the industry.

An executive committee was selected to work out the details of the forming of such an association and comprises the following individuals: R. L. Hegman, Safeguard; Ned O. Herrold, Tapatco; Simon J. Salow, Elvin Salow; Gregg Shorey, Style Crafters; Neal Waggoner, Howard Zink; and Clarke F. Hine, of Red Head, chairman.

In the near future the committee will meet to complete the format and subsequently all manufacturers in this field will be invited into membership.

# DEALER SALES AIDS

**For more information on these sales aids use the free post card on page 55**

## Masonry Drills

A 3-color display for merchandising its carboloy tipped Masonry Drills is now available at no cost to the dealer from Henry L. Hanson Co., Worcester, Mass.



The display is designed for use either on the counter or on the wall. Each drill size is marked including the suggested retail prices. Available with two stock quantities: No. 512 Self-Seller, which contains minimum stock of 12 drills in sizes from 3/16" to 5/8" diameter; No. 535 contains a larger stock of 35 drills in the same sizes as No. 512. For more information—

**Write in No. N1 on card, Pg. 55**

## Lawn Furniture Kits

A floor carton merchandiser, printed in red, white, and blue, is offered free by Ru-Son Products Co., 278 Johnston Ave., Dept. 109, Jersey City 4, N. J., with its new Deal #40A. Deal #40A consists of eight dozen Ru-Son Lawn Furniture Webbing kits #4000, colors either packed to customer's choice or prepacked according to the company's "ratio pack" color assortment according to area.

The dump bin, standing a compact



17" x 12 1/2" x 37", is printed in red, white, and blue.

Retailing at \$1.00 each, the kits are made of Firestone Velon. Each kit contains 17 feet of standard 2 1/4" wide webbing. For more information—

**Write in No. N2 on card, Pg. 55**

## Tool Merchandiser

The "One Stop" Tool Merchandiser is offered free of extra charge by Red Devil Tools, Union, N. J., with



each purchase of the designated A30 assortment of 24 different sizes and types of painters' and glaziers' tools.

The merchandiser occupies 24 x 30 inches of floor space and is 60 inches high. A two-sided grey pegboard, measuring 28 x 48 inches, is held in a black metal stand to display the carded tools. A big bottom shelf holds the boxed tools.

Each unit is packed in two cartons and has a shipping weight of 85 lbs.

The total of 372 individual items in the merchandiser sells for \$87.35 to the dealer; retail price is \$145.98. For more information—

**Write in No. N3 on card, Pg. 55**

## Packaged Padlocks

Five budget-priced Yale padlocks are available in new self-display packaging, according to Yale & Towne Manufacturing Co., White Plains, N. Y.



One of the new packages is a self-selling die cut card with a slip-in-slot in which a padlock is mounted. The other package is a sturdy transparent plastic bubble containing a padlock mounted on a card, shown in inset in accompanying photograph.

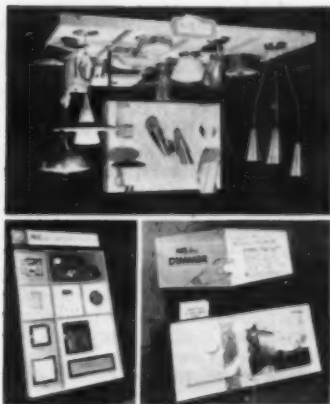
Both are designed to be hung on peg-boards.

The packages are printed in red, white, and blue, and have imprinted messages suggesting uses for the particular padlock and indicating its principal features. For more information—

Write in No. N4 on card, Pg. 55

## Lighting Fixture Displays

Typical of lighting fixture displays offered by Thomas Industries, Inc., 410 South Third St., Louisville 2, Ky., are the three compact units illustrated in the accompanying photograph.



At top is a modular ceiling display 4' by 5' in size. It will accommodate approximately a dozen ceiling fixtures and about 10 wall fixtures.

At left is a stand-up display designed to demonstrate the various recessed fixtures. The counter size Moe Light dimmer display at right gives the prospect a chance to turn the control and dim the lighting of the room in the display as he would dim or brighten the lights in his home.

For more information—

Write in No. N5 on card, Pg. 55

## Revolving Tool Display

A free revolving display rack for hand tools is offered by O. Ames Co., Parkersburg, W. Va.

The all-metal unit holds 36 Ames



tools, and is 16" in width and 23" high. For more information—

Write in No. N6 on card, Pg. 55

## PRINTED HELPS and other sales aids

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortment of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88" Wood Bits for electric drill, two each of even sizes and one each of odd sizes 1/4" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. N7 on card, Pg. 55

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer stuffers for enclosure with mailings

or counter use; a 6-page consumer stuffer on Mossberg's 4X scopes and its latest adjustable power scope; a Mossberg emblem decal for use on door or window; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotpe advertising mats, as well as radio and TV commercials. For more information—

Write in No. N8 on card, Pg. 55

Rubbermaid, Inc., Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings, Rubbermaid Shelf-Kush-ion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Write in No. N9 on card, Pg. 55

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in support holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Write in No. N10 on card, Pg. 55

American Bilrite Rubber Co., Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Bilrite Garden Hose and Sprinklers. In addition to a metal display rack on coasters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

Write in No. N11 on card, Pg. 55

The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio, offers envelope stuffers, package inserts, and newspaper ad mats to assist dealers in promoting its line of



**MARSHALLTOWN**

# MARSHALLTOWN TROWELS



**MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA**



rubber tank balls and guaranteed leak-proof copper and plastic floats. For more information—

Write in No. N12 on card, Pg. 55

**Hoosier Tarpaulin & Canvas Goods Co., Inc.**, 1302-10 West Washington St., Indianapolis 6, Ind., offers the following merchandising aids free of charge to dealers: newspaper ad mats, display signs, self-mailer brochures, posters, and glossy photos on Hoosier Tarpaulins, Tents, and Boat Covers. For more information—

Write in No. N13 on card, Pg. 55

**The Garcia Corp.**, 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels; with complete parts diagrams; and others. For more information—

Write in No. N14 on card, Pg. 55

**Daisy Manufacturing Co.**, Rogers, Ark., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid, and a newspaper advertising mat. For more information—

Write in No. N15 on card, Pg. 55

**Carolina Washboard Co.**, Raleigh, N. C., offers a colorful plastic display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000; 4 doz. No. 00; 2 doz. No. 0; 2 doz. No. 1; 2 doz. No. 2; 1 doz. No. 3—list price is \$16.90. For more information—

Write in No. N16 on card, Pg. 55

**Foley Manufacturing Co.**, 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. Dealer has nothing to lose as the company states that it will replace the used mower whenever requested. Window streamer and ad mats available on all items including a banner on the Twin Cut 30" riding mower for 1959. For more information—

Write in No. N17 on card, Pg. 55

**Molly Corp.**, Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color

leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 2-color leaflet on Molly Jack Nut; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Write in No. N18 on card, Pg. 55

**McCulloch Corp.**, Marine Products Division, 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott dealers in 1959. This material includes formats and ad builders; window streamers which feature Scott's 1959 motors; handout stuffers; line folders; dealer decals; service uniforms; miniature Scott plastic motors; a color billboard; changeable translight display; roadside sign; radio scripts; 30-minute, 4-color movies; preview poster; counter display; store front signs; clock sign; motormobile sign; boatmobile sign; blackboard cutout displays. For more information—

Write in No. N19 on card, Pg. 55

**Lazy Boy Lawn Mower Co., Inc.**, 1315 West 8th St., Kansas City, Mo., offers to dealers without charge full-color mailing pieces and ad mats on all mower models. A new riding mower and two new reel mowers have been added to the 1959 line. For more information—

Write in No. N20 on card, Pg. 55

**The Acme Shear Co.**, Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. N21 on card, Pg. 55

**The Wood Shovel and Tool Co.**, Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. N22 on card, Pg. 55

**Nixdorff-Krein Manufacturing Co.**, 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter.

The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. N23 on card, Pg. 55

**Campbell Chain Co.**, York, Pa., offers the following display units: The compact Chain Reel Display Unit, which has bins for accessories at the top and a chain cutter attached, requires less than two square feet of floor space. It has a blue and yellow baked finish; is 53 3/4" high, 20 1/2" inside, 21 1/4" deep. The Proof Coil Chain Merchandiser which requires only one square foot of counter or floor space; shipped pre-assembled. Unit is 24" high when used for counter display; stands 39" high when used as a floor unit. Blue Temper Proof Coil Chain Assortment consists of 3/16" and 1/4" chain in 10', 15', and 20' lengths; 5/16" chain in 10' and 15' lengths. For more information—

Write in No. N24 on card, Pg. 55

**Wickwire Brothers, Inc.**, Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. N25 on card, Pg. 55

**Langley Corp.**, 310 Euclid Ave., San Diego 12, Calif., is offering a 17" x 20" display banner free to all dealers. Printed in bright green and black on a fringed white satin background, the banner features the symbolic Langley sea-lion. Pressure-sensitive adhesive backing at the top permits mounting of the banner to the wall behind the reel display. For more information—

Write in No. N26 on card, Pg. 55

**Southern Screw Co.**, Statesville, N. C., offers the Wood Screw Actual Size Chart which is designed especially for the hardware dealer with a customer who wants a wood screw "just about this size." The chart illustrates the actual size of wood screws in lengths from 3/16" to 6" and #0 to #24 diameters. Also illustrated are driver types and head styles with materials and finishes listed. The chart is printed on glossy stock. Dealers may obtain the chart without charge from their distributor—available through this source only. For more information—

Write in No. N27 on card, Pg. 55

**Stanley Hardware**, division of The Stanley Works, 195 Lake St., New Britain, Conn., announces new and improved merchandising features for its cabinet hardware, including visible packaging, and self-service



displays. Available to dealers is the new C-2 pegboard display stand. Fifty-seven select items are now visually packed, mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

**Write in No. N28 on card, Pg. 55**

**Moto-Mower, Inc.**, Richmond, Ind., offers its dealers a complete merchandising package. Included are window display materials, store banners and streamers, point-of-sale materials, mower stands, and colorful handle cards. In addition, a strong local advertising program including cooperative advertising is offered. For more information—

**Write in No. N29 on card, Pg. 55**

**Columbus Plastic Products, Inc.**, Columbus, Ohio, offers a series of ad material for 1959 to merchandise its Lustro-Ware plastic housewares. Ads are illustrated, same size, on a 12-page newsprint folder. The mat service folder includes over 75 ads ranging from small one-column drop-in spots one and two inches deep to larger 2-, 3-, 4- and 5-column display ads. Individual reproductions of over 200 items in the Lustro-Ware

line are supplied also in mat or reproductive proof form for special promotional use. All materials, mats of ads, etc., along with point-of-purchase display material, are supplied free. For more information—

**Write in No. N30 on card, Pg. 55**

**The Ruberoid Co.**, 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

**Write in No. N31 on card, Pg. 55**

**Hanson Scale Co.**, 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board. It is 16" high by 11" wide. For more information—

**Write in No. N32 on card, Pg. 55**

**Moore Push-Pin Co.**, 113-25 Berkeley St., Philadelphia 44, Pa., offers a

counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10 $\frac{3}{4}$ " high with a 9" diameter base. For more information—

**Write in No. N33 on card, Pg. 55**

**S. G. Taylor Chain Co., Inc.**, Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

**Write in No. N34 on card, Pg. 55**

**The Edwin H. Fittler Co.**, Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope, (2) Filter measured rope marked at intervals of 5'. Available on request in Filter Octags only in sizes 1/4", 5/16", 3/8", and 1/2" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fittler Manila rope, 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack.

One order, one source  
... for more fastener business

## Here's repeat business ... for steady turnover

Customers who find what they want, when they want it, return another day. Consequently, it's just good business to stock and sell screws and bolts of time-tested quality. Screw and Bolt Corporation fasteners have served the hardware field for over 50 years, building up trade acceptance everywhere—for assured turnover.

VMA 6706



Contact your Screw and Bolt distributor for good service on all types and sizes of trade-accepted screws and bolts.

# SCREW AND BOLT CORPORATION OF AMERICA

Formerly Pittsburgh Screw and Bolt Corporation

P. O. Box 1708

Pittsburgh 30, Pennsylvania

AMERICA'S MOST COMPLETE LINE OF INDUSTRIAL FASTENERS

The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54 1/4" x 44 1/4" x 23 1/4", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. (6) Fittler bright yellow polyethylene (braided or laid construction) or Fittler Manila Water Ski Tow Ropes—available with single or double handles, packaged in reusable polyethylene bags, vinyl-covered handles for a better grip—10 units to a master shipping carton. To all dealers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—  
**Write in No. N35 on card, Pg. 55**

**Weber Tackle Co.**, Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redi-Pak nylon packages and other tackle items. The No. RR74 revolving rack displays 72 hinge-cover plastic boxes of ringed hooks. No. RR146 is also a revolving rack; holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half-size stationary unit of the latter, No. R73, displays half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks. One-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redi-Pak nylon coils. A number of other display boards, boxes, and other packages are available. For more information—  
**Write in No. N36 on card, Pg. 55**

**Columbian Rope Co.**, Auburn, N. Y., has available for dealers several rope merchandisers, available through wholesalers. Merchandiser No. 57 holds six full reels, or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both; rope is fed through guides to a measuring device and cutter. The "Pick-Me-Up" holds individually wrapped 50' and 100' coils of 1/4", 3/8", and 1/2" dia. Manila Rope; free with initial order of approximately 100 lbs. of rope which stocks it; all metal and mounted on casters; dimensions, 22" x 22" x 45 1/4". Made of heavy gauge wire and designed to display rope in cartons (Colpacks), the Colpack Rope Rack holds one Colpack 25, two Colpack 50's and Water-Ski ropes, rope in small coils, or twine items on the top shelf. Or if desired, the small rack holding three 9" reels of Nylon or Polyethylene Rope may be displayed on this shelf; requires only 20" x 30" of floor space. Columbian has a small display rack which

holds three 9" reels of "Stabilized" Filament Nylon Rope, 1/4", 3/8", 1/2" diameters; or High Tenacity Polyethylene Rope, 1/4" and 3/8" diameters. Delivered free with three-reel order for either rope. For shelf or counter display and for use with Pick-Me-Up or Colpack Rope Rack. Also available is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twine, Mason's line, and Christmas twine are also available. For more information—  
**Write in No. N37 on card, Pg. 55**

**O. Ames Co.**, Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—  
**Write in No. N38 on card, Pg. 55**

**Crescent Tool Co.**, Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The display, 23 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards available at no cost. For more information—  
**Write in No. N39 on card, Pg. 55**

**Heineke & Co.**, Springfield, Ill., offers Excello mower dealers a special demonstration package featuring the Model 271, 21" rotary with "Excellomatic" start-run-stop fingertip control. With each single purchase of any assortment of six power mowers by a dealer, the company will ship, freight prepaid, one Model 271 at a special low price, with a kit of sales aids, free of charge, consisting of the following: display stand; handle feature card; window banner; door banner; lawn care brochure; power mower trade-in "Blue Book;" leaf mulcher kit; envelope folders; window "Authorized Dealer" decal; full line giant wall banner; master repair parts charts; order blank for dealers to request additional quantities, free of charge, of these sales aids, plus newspaper mats, radio and television spots. For more information—  
**Write in No. N40 on card, Pg. 55**

**The Yale & Towne Manufacturing Co.**, White Plains, N. Y., provides carded hardware as a dealer help in boosting sales. Yale also advocates the use of mounted samples on display boards as a permanent merchan-

dising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors. For more information—

**Write in No. N41 on card, Pg. 55**

**Stevens - Burt Co.**, Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

**Write in No. N42 on card, Pg. 55**

**The Eclipse Lawn Mower Co.**, Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of two cents each. For more information—

**Write in No. N43 on card, Pg. 55**

**Style-Crafters, Inc.**, Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full - color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. A new aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

**Write in No. N44 on card, Pg. 55**

**Plymouth Cordage Co.**, Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

**Write in No. N45 on card, Pg. 55**

**Upson Brothers, Inc.**, 65 Broad St., Rochester 14, N. Y., offers a peg board display with crystal clear plastic shelf free with its UP-39 Display Assort-



Quick Delivery—

Warehouse Stocks

## GOLD STRAND® INSECT WIRE SCREENING

Gold Strand Insect Wire Screening and other steel hardware products are available on a quick-delivery basis from ample stocks maintained in CF&I warehouses coast to coast.

Gold Strand Screening is supplied in galvanized, aluminum or bronze cloth . . . in regular widths from 16" to 48" . . . in full-length 100' rolls . . . in standard 18 x 14 mesh.

Complete information and service are available through the CF&I warehouse or sales office nearest you.

## GOLD STRAND

INSECT WIRE SCREENING

THE COLORADO FUEL AND IRON CORPORATION



6926

In the West: THE COLORADO FUEL AND IRON CORPORATION—Albuquerque • Amarillo • Billings • Boise • Butte • Denver • El Paso • Farmington (N.M.) • Ft. Worth • Houston • Lincoln • Los Angeles • Oakland • Oklahoma City • Phoenix • Portland • Pueblo • Salt Lake City • San Francisco • San Leandro • Seattle • Spokane • Wichita  
In the East: WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia

**NEW** Slaymaker offers  
**FREE**  
**WIRE RACK**  
TO DISPLAY PADLOCKS IN  
**SEE-PACK**  
**OUTSELLS LOCKS IN OTHER** →  
**BOXES AS MUCH AS 5 TO 1**  
SLAYMAKER LOCK COMPANY, LANCASTER, PA.  
World's Largest Producer of Brass Padlocks

stock the full line of  
Eppinger's Genuine  
**Dardevles**  
increase your profits 4 to 1.  
over 50 years of fisherman  
acceptance and confidence.

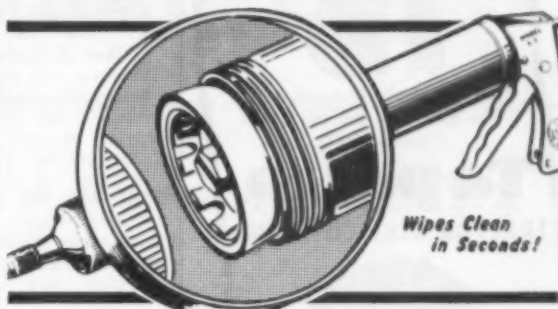
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Wipes Clean  
in Seconds!

- ★ New 3-Twist Lok-Spin Cap!
- ★ Draws in Bulk Caulk—Vacuum Fast!
- ★ Fits All Cartridges Snug!
- ★ Takes All Standard Nozzles!

Only "VITAL" makes  
Caulk Guns *exclusively*  
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tomers' requirements —  
shipped to you direct —  
on time . . . No need to  
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Our wide selection of  
both guns and nozzles  
with all the established  
diameters and lengths, is  
the result of years of ex-  
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what the industry requires.

All of the improvements  
on caulking guns are con-  
tinually being made at  
"VITAL" where we can  
serve you better than any-  
one else, at lower prices,  
and with quality  
beyond your  
expectations.



Model ER-3S  
CAULK

CRADLE-CAULKER  
Takes spouted cartridges



Model ER-3N  
CAULK

CAULK-MASTER  
For spoutless cartridges



Model D

MAINTENANCE  
Bulk and cartridge gun



Model L-1

CONTRACTOR'S  
Bulk and cartridge gun...  
for longer loads



Vital ROLLING NOZZLES  
FOR VITAL CAULKING GUNS  
Vital Caulking Equipment - No. 1014

**VITAL PRODUCTS**  
MANUFACTURING CO.  
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7504 Quincy Avenue • Cleveland 4, Ohio



## Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

### HORSE COLLAR PADS

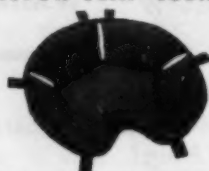


For every work horse and mule.  
"The pad with the rust-proof  
red hooks"

## Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

### TRACTOR SEAT CUSHIONS



For every tractor and farm  
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.  
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO  
HORSE COLLAR PADS SINCE 1881

## IT'S BEEN A LONG TIME

12 years to be exact. For 12 years now our consistent advertising has been sending customers, millions of them, to hardware stores — to your hardware store for their Water Masters. And our 1959 advertising campaign is bigger than ever. A small stock of Water Masters assures you of easy, quick turn-over, round the year sales.



GET THE  
GENUINE

## WATER MASTER

The Hardware Man's  
**TOILET TANK BALL**  
America's Largest Seller

ment of Upson Standard Screw-drivers. The display may be used on wall, counter, or shelf; requires 11 inches of space; price and type number are printed for each item. Holds 39 drivers, nine sizes of fastest moving numbers, and two types (31 slotted head, eight crosspoint). Packed one to a carton. For more information—

Write in No. N46 on card, Pg. 55

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets consisting of seven styles of saw horse brackets and eight styles of folding table leg brackets for the do-it-yourself trade, has available for dealers envelope stuffers which may be obtained in moderate quantities without charge upon request. A silent salesman wire display rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of saw horse brackets and two styles of folding leg brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. N47 on card, Pg. 55

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display tool rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers are fastened on the board which is ¾" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4¼" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit contains nine of the Heavy Duty Slip Joint pliers—four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. Offered free in the 3-color Salesmaker which sells any three Channellock pliers of the dealer's choice (plus a place in front for the No. 424 Ignition Plier). A self-contained easel and eyelet puts the display to work, on the counter or on the wall. For more information—

Write in No. N48 on card, Pg. 55

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circular on

home and garden equipment line; 8¼" x 11" page describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. N49 on card, Pg. 55

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available. For more information—

Write in No. N50 on card, Pg. 55

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite - Plated" bolts, nuts, and screws. For more information—

Write in No. N51 on card, Pg. 55

Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheets, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic form products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage - paid order card. For more information—

Write in No. N52 on card, Pg. 55

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotional items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Write in No. N53 on card, Pg. 55

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self - service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

Write in No. N54 on card, Pg. 55



# NEW PRODUCTS

**For more information on these new products  
use the return free post card on page 55**

## Electric Lanterns

A new line consisting of four Deluxe Power-Head electric lanterns is announced by the Delta Electric Co., Marion, Ind. The lanterns are available with conventional bulb or Sealed Beam Units, with or without flashing red top; are built for use with the double-pack 6-volt lantern batteries.



The Sealed Beam model A2734, shown, with flashing red top lists for \$7.25; A2733 without flashing red top, \$5.95. The conventional bulb model A2748 with flashing red top lists for \$6.25; model A-2705 without flashing red top, \$4.75. For more information—

**Write in No. 951 on card, Pg. 55**

## Electric Edger-Trimmer

The Shopmate Edger-Boy, an all-purpose electric edger and trimmer, is announced by Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20.

The Edger-Boy has a grass-level solid roller design; a 16,000 rpm motor rated at 1.8 amps; safety clutch mechanism to protect blade and motor against damage from clogging;



hardened tool-steel blade; heavy duty 3-wire safety cord and adaptor; and a 2-piece take-apart handle. Finish is yellow and green baked enamel.

Model BE-500 Edger-Boy retails at \$29.95. For more information—

**Write in No. 952 on card, Pg. 55**

## Split-Unit Cooler

Igloo Corp., Memphis, Tenn., is introducing its split-unit, "Texas-Type" water cooler. The 10-gal. cooler is available in the Standard Cooler Series, the Heavy Duty Cooler Series, and the Stainless Steel Lined Cooler Series. All the same size: 23 1/4"



high, 15-15/16" in diameter with 13" opening, and weight 22 lbs.

The interior is divided into two semi-circular portions, one for ice and one for water. A lid covers the water section and the spigot is tapped into the same side. For more information—

**Write in No. 953 on card, Pg. 55**

## Faucet Repair Kits

Radiator Specialty Co., Charlotte, N. C., is introducing the "Visible Faucet Repair System" kits which consist of more than 250 different parts: friction rings, washers, etc.

The pre-packaged kit, shown here, contains all the necessary repair parts for any one of more than 90 different faucets listed and described in a free identification guide handbook.

Another type packaging consists of



seven compact chests, each containing a full assortment of one type of repair part, in numbered, transparent plastic boxes. For more information—

**Write in No. 954 on card, Pg. 55**

## Rubber Paste

A real rubber in paste form for permanent repair work is announced by the Devcon Corp., Danvers, Mass. The product comes in a squeeze-type applicator, ready for immediate use. It dries and sets within a few

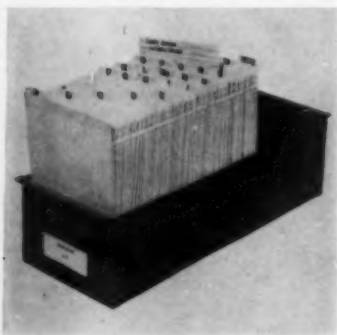


hours into long-lasting, pliant, elastic rubber. It is designed for use in caulking, insulating, sealing, waterproofing, and many other kindred uses.

Suggested retail price is 98 cents. For more information—  
Write in No. 955 on card, Pg. 55

## Kwik File

Automatic Salesbook Co., Willimantic, Conn., is marketing Kwik File, a simplified charge and credit



system. Available in two sizes: Model KC-46 holds sales slips up to 4½" x 6¼"; Model KC-58, up to 5¾" x 8½". File is 14¾" deep.

Complete Kwik File consists of: a steel tray, 100 individual ruled account jackets to hold sales slips, one set A-Z pressboard guides; special markers for designating miscellaneous folders, and a set of directions for use. For more information—

Write in No. 956 on card, Pg. 55

## Water System

A self-priming shallow well water system manufactured to retail at \$99.50 is announced by The Duro Co., Dayton, Ohio.



Called the Duro Jet-Ace, it is available in both vertical and horizontal tank models. Impeller, venturi and nozzle are of bronze. The ¼ hp NEMA standard motor has polished stainless steel shaft and overload protection.

The entire unit carries a full year guarantee. For more information—  
Write in No. 957 on card, Pg. 55

## Gun Grease

The formulae of Hoppe's Gun Grease is specially compounded to keep metal parts bright and rust-free, according to Frank A. Hoppe, Inc., 2314 N. 8th St., Philadelphia, Pa. The grease is said to neutralize fouling acids and to preserve any metal surface by preventing rust.

Originally prepared for firearms, it may also be used for tools, chain saws, lawn equipment, and other



mechanical devices that are exposed to the weather.

A 2-oz. tube is priced at 35¢. For more information—

Write in No. 958 on card, Pg. 55

## Turf Edger

A unit for trimming and edging the garden called the Whale of a Turf Edger is announced by the Lynden Metal Craft Co., Inc., Lynden, Wash.

Made from steel with a razor sharp steel blade and mounted on a handle, the straight edge of the unit is used to trim sidewalks and the curved area of the blade trims the flower beds. Blade is guided by a built-in metal runner.

The unit retails for \$3.98. For more information—

Write in No. 959 on card, Pg. 55



ALWAYS SELL GENUINE

# MOLLY

Write for Free Literature

## SCREW ANCHORS and JACK NUTS

MOLLY CORP.  
Reading, Pa.

## "Canned" Aluminum Nails

Aluminum nails, "canned" for display power, are announced by Nichols Wire & Aluminum Co., Davenport, Iowa. The cans are rectangular and bear a red, white, and blue design.



The display cans, which are opened by pulling a nylon drawstring, bear a drawing of the actual size of the nail contained, give its name and its coverage ability, plus other product information.

Called the "Contractor-Pac," the cans are packed 30 to a carton. For more information—

Write in No. 960 on card, Pg. 55

## Jig Saw

Model SJ-581 Shopmate Jig Saw can cut a 2x4, perform scroll work, make its own starting hole, and cut up to a 17" circle, according to Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20, Ill.



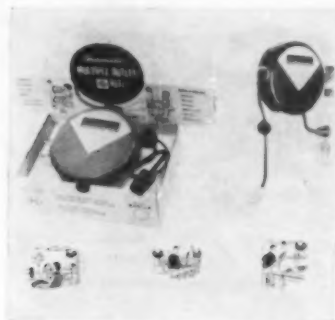
The saw features an air jet to keep chips clear of cutting area. It can cut at 45° bevel on either left or right side, has a 2.1 amp series motor, silver luster finish, and weighs four pounds. Comes complete with three blades for coarse, medium, and fine cutting. Retail at \$24.95. For more information—

Write in No. 961 on card, Pg. 55

## Multiple-Outlet Reel

The Multiple-Outlet Reel, an automatic retractable electric cord reel, introduced by Cordomatic, 17th and Indiana Ave., Philadelphia 22, Pa., contains 20 feet of 7-amp cable.

The "business end" of the cord mounts a 3-outlet AC receptacle. The unit may be wall-mounted or suspended from the ceiling.



Only the exact amount of line required is drawn off the reel, and a self-locking device maintains that length until the work is finished.

Available at \$7.95. For more information—

Write in No. 962 on card, Pg. 55

## Paint Roller

A paint roller with automatic paint supply, named the Roll-O-Matic, is introduced by Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20, Ill.



The Roll-O-Matic has a 7" wide lambs wool roller that is fed a constant and even flow of paint from a quart - size unbreakable plastic squeeze bottle.

With the roller are two interchangeable tubes for oil, water, or rubber-based paints.

Suggested retail price, \$5.95 complete. For more information—

Write in No. 963 on card, Pg. 55

## Velocipedes

Offering nine series of velocipedes in its 1959 line, Murray Ohio Manufacturing Co., Nashville, Tenn., spotlights the Twin Z Zephyr.



In addition to the Murray tubular twin Z frame, it features a heavy gauge, extra wide, motor type platform; red vinyl double block bow type pedals; chrome plated adjustable handlebars; a saddle of white vinyl with silver piping; and chrome springs and protective crash rail.

Wheels are full ball bearing with deluxe spokes. Model has multi-colored streamers and red plastic knuckle guards. For more information—

Write in No. 964 on card, Pg. 55

## Lever-King Nozzle

The Lever-King nozzle, to retail at \$1.29, is announced by the H. B. Sherman Manufacturing Co., Battle Creek, Mich.



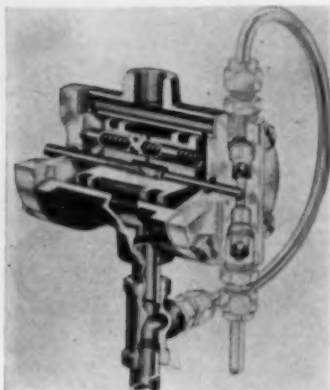
Built of bright chrome, die-cast and rustproof all metal parts, the nozzle features one hand control. A thumb-screw adjustment holds the spray in any position.

Lever-King is carded for more impulse counter sales. For more information—

Write in No. 965 on card, Pg. 55

## Chemical Feed Pump

A positive displacement chemical feed pump for water purification and treatment is announced by the F. E. Myers & Bro. Co., Ashland, Ohio.



The unit weighs only 5½ lbs.; will chemically treat flows up to 3000 gallons per hour.

All materials of metal in the pump are brass, monel, or stainless steel. "O" rings are used throughout. The chemical end is made of formulated transparent plastic, designed to re-

sist corrosion, crazing, checking, and cracking. For more information—  
Write in No. 966 on card, Pg. 55

## Impala Reel

The Impala Spin Casting Reel introduced recently by the Airex Corp., 411 Fourth Ave., New York 16, N. Y., incorporates the following



features: all metal die cast construction; full feathering with floating rubber cam which prevents pinched lines; smooth brake action with spring loaded micro-disc drag adjustment; automatic anti-reverse. Case hardened pick-up mechanism is said to insure positive line retrieve.

The reel is shipped complete with 100 yards of monofilament line. For more information—

Write in No. 967 on card, Pg. 55

## "Speed King" Handsaw

A spring-tempered handsaw, the Atkins 96A "Speed King", was introduced recently by Atkins Saw Division, Borg-Warner Corp., Indianapolis 9, Ind.



The "Speed King" features a "taper ground" saw steel construction, 8-point teeth all hardened for fast cutting, a full 26" cutting edge, and a hardwood Perfection handle trimmed with nickel screws. For more information—

Write in No. 968 on card, Pg. 55

## Texas Convention

(Continued from page 48)

ton. Hubert Groves was appointed chairman of the advisory board.

Other members of the advisory board include; Clyde Holley, John Daring, Raymond Hawkins, and Stafford Jones, all of Dallas, Forrest Jones, Oklahoma City, Oklahoma and George Sloan, Little Rock, Ark.

Appointed chairman of the executive committee was Ray H. Young, Houston. Members of his committee are: Ed Farrar, Temple, and Rob Ell Cox and Joe Ballem of Dallas.

The Texas wholesalers held their business session and election of officers on the last day of the convention. George H. Norsworthy, Dallas, is the new president for the 1959-60 term of office; J. W. Barnes, Waco, first vice-president and Jack Caraway, Houston, second vice-president. Members of the executive committee are: Alvin Lane, Huey & Philp Co.; Jerry Ratcliff, Amarillo Hardware Co.; George Black, Boca Chica Hardware Co.; and Leroy Scheurer, Wichita Hardware Co.

The two associations held their annual joint meeting Friday, June 12, in the ballroom of the Stephen F. Austin. A. J. "Jim" Murray, retiring president of the wholesalers, called the meeting to order and introduced the guest speaker, Dr. Marvin S. Vance.

Dr. Vance, pastor of the First

## END septic tank TROUBLES!

### NEW FREE-ALL

- 100% ACTIVE... No Inert Matter
- One Treatment Lasts 4-6 Months



Fast  
mover at  
**195**  
for full  
10 oz.

- Most effective — One treatment prevents, frees tank clogging
- Easy — Just pour into toilet and flush
- Safe — Won't harm humans, animals, plumbing

Stock — display — order today!

**G. N. COUGHLAN COMPANY**  
West Orange, N. J.

Mfr. of Chimney Sweep, Process 33, Oven-Aid, Oven Cleaner, De-Moist, Easy-Aid Silver Clean

## CLASSIFIED

### REPRESENTATIVES WANTED

Manufacturer of galvanized steel clothesline T. poles seeks active agents for Georgia, Alabama, and other southern states. Item shipped K. D. and meeting with great success. TUBULAR METAL PRODUCTS, 555 W. 18th Street, Hialeah, Florida.

### WANTED—MANUFACTURERS REPRESENTATIVE

Now calling on the retail hardware trade to handle a line of grass swing blades on which you will have no competition due to the design and construction. Southeastern territories now open. Please state territory covered and type of lines handled. Good commission, protected territory. Write Alabama Supply and Equipment Co., P. O. Box 485, Phenix City, Alabama for further information.



Methodist Church in Austin, is widely known as an outstanding humorous speaker. He poked gentle fun at religion, politics and other subjects while talking on his topic, "The Three Dimensional Man."

"Many people," said Dr. Vance, "are forgetting these values by setting a material goal. That is not enough to give happiness. It has been said that we are becoming a county of mechanical genuises and spiritual morons. Although we are reaching for outer space, our problems must be solved on earth."

A "Frontier Days" party was held that evening with a buffet supper and floor show in the grand ballroom. The Boosters, hosts for the evening's entertainment, used talent from among their members to present the hilarious show.

A popular theme was the spoofing of the current TV shows, such as "Gunsmoke" and some of the better known TV commercials. In honor of our 50th and newest state they also presented a Hawaiian hula dance, with the hula line consisting of members of the Boosters.

The wholesalers' breakfast began early Saturday morning with executive meeting of the wholesalers following. Retiring President A. J. "Jim" Murray called the meeting to order and introduced the guest speaker, W. A. "Bill" Phair, editor of Hardware Age.

Phair, whose topic was "Better Communications," pointed out a number of examples in letter writing and correspondence in which stilted phrasing and difficult words confused the meaning. He urged that the audience and others work toward simplifying their language in order to clarify the meaning and save valuable time in reading correspondence.

The wholesalers heard reports from their committee chairman, elected their new officers for the 1959-60 season, and adjourned at noon.

The Austin Country Club was the site of the annual reception and dinner, with members and their wives asked to attend in formal or semi-formal attire. A garden party and cocktail hour preceded the banquet in the dinner room of the Austin Country Club.

Members of the Texas Hardware Wholesale Association announced that they have selected Houston as the site of their 1960 convention, June 15, 16 and 17. The Shamrock Hotel will be the convention headquarters.

SAVAGE HAS IT... ALL DOWN THE LINE IN '59



**fast-moving sales  
your target?**

**You're set  
with the Stevens 87K**

Look what we've done for the "bread-and-butter" .22! The 87-K "Scout" carbine has a desert tan stock . . . gold-plated trigger . . . chrome trim . . . white line butt plate! It's a 15-shot autoloader (with .22 LR cartridges only; also works as repeater or single shot with .22 L and .22 S cartridges). Also Model 85-K with 5- and 10-shot clip magazines is only \$38.50 retail. Write us on your letterhead, mentioning your jobber, and we'll send you a free set of handsome game prints suitable for framing. *Savage Arms Corporation, Sporting Arms Division, Chicopee Falls 230, Massachusetts.*

**\$40.50 Retail**



**Savage**

**MODEL 87K**

**Stevens**

**FOX**

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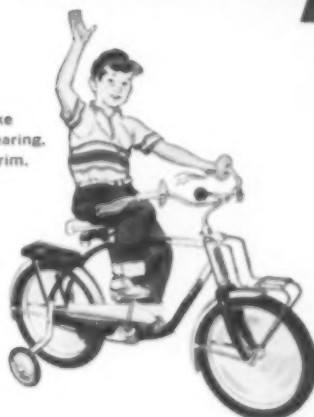


# money-makers from murray



**STATION WAGON** with gun-sight design on fenders. Metallic beige with white trim. Pedals adjustable to any size child. Cutaway steering wheel. Full ball bearing. R-751.

**PARK CYCLE** with coaster brake and removable crossbar. Full ball bearing. Flamboyant magenta with white trim. Chrome fenders. 16". R-526.



**VELOCIPEDE** with the sleek, strong Twin-Z frame. Wheelguard with fin fender. Flamboyant red with white and gold trim. Full ball bearing. 10", 12", 16". R-470.

**BICYCLE** with the exclusive riding-on-air Torsion-Spring Fork that absorbs shocks. Tail light visible from side or rear. Black with chrome and multi-color trim. 26" Fleet Line. R-228.



## NEW ADJUSTABLE PEDALS ON 7 MURRAY MODELS

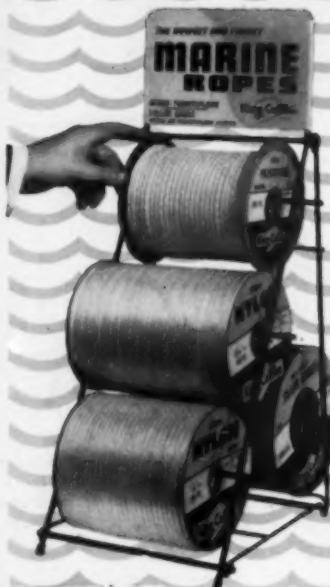
Three Murray autos, two fire trucks and two station wagons have the exclusive Murray adjustable pedals. Five different pedal locations are possible to suit any size child.

more children ride on MURRAY wheels than any other kind

Murray has new re-designed autos, tractors, fire trucks, velocipedes and bicycles... for children of all sizes and in all price brackets.

# MURRAY





# NEW MARINE ROPE RACK

- 100% nylon rope
- polyethylene rope
- tiller cable

All you need to sell the boating folks in your area . . . and all on a free rack that's only 24 inches high and taking less than one square foot of counter or floor space.

Get your share of this marine synthetic rope business . . . and get it the low inventory, low cost, minimum space way. Write for catalog page and price list. Ask your jobber for King Cotton.

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